



AHM Launched A Casual Fashionable AT Scooter, Honda Genio

Jakarta – PT Astra Honda Motor (AHM) introduced Honda Genio, a casual fashionable AT Scooter which becomes the new identity and trend for young generation in Indonesia in achieving a more stylish and energetic expression, while give no compromise on performance, a compact body, agility and riding comfort, as well as fuel efficiency.

The identity of Honda Genio is marked by its casual design on compact body which fits for young generation. This AT Scooter is equipped with new generation engine eSP 110cc that increases fuel efficiency, while producing optimum performance. This is supported by new frame eSAF (enhanced Smart Architecture Frame), the new frame technology from Honda which is implemented for the first time in Indonesia, which makes this AT Scooter lighter, more agile and more comfortable to ride.

President Director AHM Toshiyuki Inuma said Honda Genio is developed as fashionable AT Scooter with best value for its overall design, performance, features, and fuel efficient which perfect for daily use.

“There are three concepts which make Honda Genio different. Its casual and fashionable design fit with young generation’s trend. The compact body, suits both male and female user in crowded road condition. Performance and complete features that its user expected. All of which are wrapped in affordable price,” Inuma said.

Executive Vice President Director AHM Johannes Loman said the trend course of AT Scooter becomes various. One of which is the increasing demand of AT Scooter that supports its user’s lifestyle as the best riding partner in term of performance and comfort.

“We hope Honda Genio can become the main choice of youngsters who want to look different for their daily activity like going to school, work, or meet with their friends.

We're optimistic Honda Genio can become the new identity and trend loved by Indonesian society," Loman said.

DESIGN AND TECHNOLOGY

Honda Genio looks more fresh as well as fashionable. Overall, this AT Scooter appears simple and casual. Its compact dimension is ideal for its rider in crowded traffic. The 740mm seat height supports rider's flexibility, accompanied with big step floor.

The head lamp of Honda Genio uses LED technology, it is matched with stylish tail light, and separated winker light from body cover to give modern impression and optimum lighting. The digital panel meter shows various information such as speed, odometer, fuel, and eco indicator as an efficient riding guidance. An aluminum touch on pillion step and rear grip give a luxurious image.

Honda Genio is equipped with several support features, it's adjusted to rider's need such as big 14 liter luggage box to store daily riding necessities. Power charger is available inside luggage box to recharge gadget for youngsters who love using gadget.

Secure key shitter with seat opener switch is equipped as security aspect of this AT Scooter. Brake lock, combi brake system, and side stand switch comes as standard package in Honda Genio which ensure the safety of its user.

ENGINE AND NEW FRAME

Honda Genio carries new engine, the latest 110cc SOHC eSP engine with PGM-FI injection fuel system. The maximum power reaches 6,6 kW @ 7.500 rpm and maximum torque at 9,3 Nm @ 5.500 rpm. This enables Honda Genio become more responsive in acceleration. This new AT Scooter can go from 0-200m in only 12,4 second. The maximum speed in 94 km/hour.

However, the new technology makes Honda Genio's engine eSP more fuel efficient. Based on internal test using ECE R40 method, the fuel consumption of this model is 59,1 km/liter (ISS feature on) so it can reach 248km in once refueling. This new generation engine also ensure an environmentally friendly emission with Euro 3 emission standard.

ACG starter completes its ability to have smooth ignition. This feature work together with ISS (Idling Stop System) typical of Honda which makes the engine shut down automatically when in idle, and it will turn back on immediately using gas lever.

The engine performance is supported by new frame eSAF technology from Honda which is applied for the first time for two wheeled vehicle in Indonesia. This frame uses the latest production process such as press and laser welding process. The structure is developed to increase handling stability, so the motorcycle becomes easy to ride, light, and comfortable to manoeuvre. This new frame can even provide a more efficient space utilization proven by 14 L luggage box and 4,2 L fuel tank capacity.

Honda Genio is marketed in two types. CBS and CBS-ISS with 11 stylish and casual color variants that match with young generation's trend nowadays. The CBS type which is marketed at Rp 17,2 million, is available in 5 colors namely Smart White Blue, Smart Red, Smart Black, Smart Black Red, and Smart Silver. Meanwhile CBS-ISS type which is marketed for Rp 17,7 million, has 6 color options namely Trendy Black Red, Trendy White Blue, Trendy White Red, Trendy White, Trendy Black, and Fabulous Matte Black as special variant.