

Honda Motorcycle to launch Rs.1 mn bike

Honda Motorcycle and Scooter India Pvt Ltd is planning to launch by the end of this year an ultra premium 1,000cc bike that will be priced at over Rs.1 million. The company will also launch a premium 100cc bike and high-powered scooters, said a top official.

'We are working on a 100cc model to be made here. On the other hand the CBR1,000 model will be imported as a completely built unit,' Y.S. Guleria, senior manager-Sales of Honda Motorcycle, told reporters here Saturday.

According to him, the 100cc bike will be launched in 2010 as 'the segment is logging negative growth now'.

The company launched its new motorcycle model CBF Stunner here Saturday.

Inspired by CB1,000 from Europe, CBF Stunner is designed as a sporty bike with five speed transmission.

Guleria said the company hopes to sell 80,000 units of the new model this fiscal out of the total target of one million units - 700,000 motorcycles and 300,000 scooters.

Last fiscal the company sold 907,000 units, said Koji Toyota, vice president-purchases of Honda Motorcycle.

During the current year, Honda Motorcycle's average monthly sales were over 82,000 units.

He said the company is also working on higher cubic capacity scooters but declined to give more details.

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