



FOR IMMEDIATE RELEASE

October 27, 2010

HONDA “CBR250R” MAKES WORLD DEBUT

INTRODUCING THE 2011 CBR250R

AVAILABLE AT ALL DEALERS IN **SPRING 2011.**

The CBR250R represents the newest addition to Honda’s entry line-up and is sure to be a hit around the globe.

The CBR250R will be built at the Honda Manufacturing facility in Thailand and will be exported to a wide range of countries including Japan, Europe, Canada, the US and Australia. Thai Honda, began motorcycle production in 1967 and has produced over 18 million motorcycles to date (as of the end of June 2010) including the CBR125R which has enjoyed such success in Canada.

In designing the CBR250R Honda R&D targeted a wider audience, appealing to riders of all kinds, from beginners to experts. In fact anyone who appreciates the fun of riding an ultra maneuverable motorcycle will love the CBR250R.

The CBR250R comes with a newly-developed liquid-cooled, 250cc, 4-stroke, DOHC, 4-valve, single-cylinder engine. This engine offers strong “off the line” performance due to its generous low end output and its broad, flexible powerband makes it a snap to ride. Honda continues to demonstrate its environmental commitment by ensuring that the CBR250R’s engine meets both EPA 49 state and Euro 3 emission standards. This is



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due in part to its O2 sensor that works in conjunction with its electronically controlled fuel injection system (PGM-FI) and exhaust catalyzer to reduce harmful emissions.

In the area of safety technology, the CBR250R's specifications include optional Combined ABS. Combined, ABS improves vehicle stability during braking by connecting front and rear braking systems and incorporating technology that prevents wheel lock during sudden braking or under unfavorable conditions. Honda is particularly pleased to bring this advanced level of technology to a model in the entry category.

The styling is reminiscent of the VFR1200 introduced last year and offers a modern advanced look. Like the VFR, the fairing is not only stylish but contributes to handling, the exceptional aerodynamics and rider protection. Housed within the fairing is a comprehensive instrument package including a digital speedometer, tachometer, temperature gauge, odometer, clock, and fuel gauge.

The light and compact frame, has a rigid, diamond shape and when combined with the well sorted suspension it offers the agile handling and steady maneuverability expected from a sport motorcycle.

Honda Canada will launch the CBR250R in spring of 2011 and will sell it alongside the CBR125R.



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Specifications*

Engine:	249cc, single cylinder, liquid-cooled, DOHC
Fuel System:	PGM FI
Transmission:	Six-speed
Final drive:	Sealed chain
Wheelbase:	1,370mm
Rake (Caster Angle):	25.0°
Seat Height:	780mm
Fuel Capacity:	13 litres
Brakes: Front:	296mm Disc
Rear:	220mm Disc
Tires: Front:	110/70 – 17
Rear:	140/70 – 17
Curb weight:	161, 165kg(ABS)
Colour:	Red/Silver, Black
Price:	TBD

*Specifications are preliminary and are subject to change without notice.

