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# Hero Honda Launches New Variants



Hero Honda has launched four new variants of its existing models with a target to sell about 6 lakh units during this period. The company has rolled out self start versions of 100cc bikes Passion, (Passion Pro Power Start) and Splendor NXG , a refreshed new CBZ Xtreme (150 cc bike) and refreshed Pleasure (100cc gearless scooter).

"These launches are part of our strategy to boost sales during the festival season. Last year during the festival period we sold about five lakh units, this year we are looking to better the mark," Hero Honda Motors Senior Vice-President (Marketing & Sales) Anil Dua said.

The 'Passion Pro Power Start' is priced starting at Rs 44,000 (ex-showroom Delhi) and the newlook Pleasure would be priced at Rs 36,950 (ex-showroom Delhi). The company has, however, not disclosed the prices of Splendor NXG self and the new CBZ Xtreme.

The engine of the new CBZ Xtreme comes with ATFT technology similar to the Hunk. It also gets clear lens turn indicators and two tone graphics. The new pleasure has only cosmetic changes with the addition of stickers on the body panel. The new Splendor NXG also gets some graphics and black alloy wheels but the price of the Splendor NXG remains unchanged.

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