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HONDA RESEARCH TEAM TOURING CIS MOTORCYCLE MARKET

Honda Motor Co., Ltd. today announced the formation of a marketing task group which is researching the motorcycle market in the Commonwealth of Independent States (CIS).

The nine-member group began its tour of the CIS on July 11, will ride Honda motorcycles as they visit several cities, including Kharkov, Donetsk, Odessa, Kiev and Minsk. They conclude the marketing tour in Moscow on July 29.

Although some statistics on the CIS motorcycle market are available, there is very little practical data about how motorcycles are used. The Honda marketing group will interview local motorcycle riders and government officials and visit motorcycle shops to gather information on the spot. They also will demonstrate Honda products for local people.

The group, which includes four associates from Honda's R&D, product planning and sales divisions in Japan, plus five local support staff, is bringing along seven motorcycle models with engine sizes ranging from 50-250cc, as well as all-terrain vehicle(ATV), for testing on farmlands.

The vehicles also will be displayed at the international Motor Show in Moscow from August 26-30.

During the visit, Honda will present 750cc Police motorcycles (CBX750 POLICE) to the cities of Moscow and Kiev.

* CIS motorcycle market information *

Honda sales/1991:	117 units
Jan.-June1992:	50 units
Estimated 1992 sales:	200 units