

## FUN OFF THE CHARTS FOR GROM LAUNCH IN AUS

14/06/16 The 2016 Honda GROM will make its first appearance on Aussie shores this month at Federation Square in Melbourne.

The Grom has been a hit across the world and for the first time Honda Australia will launch the 2016 model on June 30.

A team of riders will kick off the launch by taking the Grom through its paces around the streets of Melbourne before arriving at Federation Square where 10 Groms will be on display from 11.30am until 2pm.

The Grom rider team includes – Craig Lowndes, Daryl Beattie, Rick Kelly, Honda ASBK riders Troy Herfoss and Jamie Stauffer as well as Honda's MX riders Dylan Long and Jay Wilson.

Full of attitude and putting smiles on dials all around the world, Australia will finally get to witness the 2016 pocket rocket in action.



The 125cc engine, sharp 'street fighter' looks and super user friendly approach give the Grom an enjoyable and exciting riding experience. Anyone can give it a go because fun never discriminates.

The Honda Australian Grom launch has been long anticipated across the motorcycling community and will give riders a first glance into the Grom dynasty.

The launch will not only showcase this thrilling machine in its three available colours; Lemon Ice Yellow, Pearl Valentine Red or Matte Axis

Grey Metallic, but also offer Honda Grom merchandise give aways as well as a photo booth and photo opportunities and signings at 11.30am till 12.30pm from several of the Grom riding team including Daryl Beattie, Craig Lowndes and Rick Kelly.

Planet Grom is waiting so come down to Fed Square on the 30<sup>th</sup> June and let the fun take over.

For more information on Honda Australia's launch of the 2016 Grom, visit your local Honda Dealer, call 1 300 1 HONDA or visit [www.hondamotorcycles.com.au](http://www.hondamotorcycles.com.au). Or [www.hondagrom.com.au](http://www.hondagrom.com.au)  
Or follow us on Instagram - @Honda\_mc #HondaGromAus

Contact: Kristy Ganter  
Public Relations Coordinator & Content Editor, Honda Australia  
Ph: (03) 9270 1183 General Enquiries: (03) 9270 1111  
Email: Kristy.Ganter@honda.com.au

