



For Immediate Release

Honda Canada announces All-New 2017 REBEL 300 & REBEL 500

Rebel 300



Rebel 500



MARKHAM, ON (November 18th, 2016) – Honda today introduced a pair of progressive custom bobbers that fuse tradition with groundbreaking new ideas and perspectives while offering ample scope for owner customization. Offering a fresh take on custom cool, the Rebel 500 and Rebel 300 mix old- and new-school style and are engaging and fun to ride, with an outlook geared toward firing the imagination of a younger generation of riders.

Development for the Rebel 500 and Rebel 300 began in North America, with the objective of referencing a timeless look while also introducing a forward-thinking, contemporary style all their own. Accessible, fun to ride and easy to live with, the models go their own way but are also blank canvases, ready for whatever their owners' imaginations have in store.

Rebel 500 / Rebel 300

Simple and raw, Honda's new Rebel models are exercises in straightforward, minimalist design where every detail matters. Low, lean bobber silhouettes are crowned by iconic peanut-shaped fuel tanks, all blacked out with aggressively raked front ends and fat tires on large-diameter wheels, resulting in stripped forms that express offbeat individuality from every angle. The evocative round headlight sits up high in a die-cast aluminum mount, the speedometer is a compact dial with negative LCD display and blue backlight, and the ignition is housed below the left side of the fuel tank. Honda will offer a passenger seat and footpegs as accessories.



With a 471cc parallel twin, the Rebel 500 has strong bottom-end torque and a smooth, linear power delivery, while the Rebel 300 is powered by a peppy 286cc single cylinder engine. In both cases, the bikes' riding positions are relaxed and neutral, with arms gently outstretched and feet dropping straight down to the mid-mounted pegs.

The versatile Rebels are fun to ride, great for day trips, jaunts to the coffee shops or even sporty sessions on winding roads; low weights, slim frames and short seat heights equal agility at lower speeds, whereas good ground clearances allow surprisingly sporty lean angles. Both the Rebel 500 and Rebel 300 are available in standard and ABS versions.

"Today's rider has grown up through the digital age, motorcycles represent a lifestyle and an attitude, a means of expressing their individuality," said James Marchand, Assistant Vice President, Motorcycle, ATV & Power Equipment at Honda Canada. "The machines that speak to these riders need to reflect this, to fit with their life while also offering the potential for further individualization. The Rebel 500 and Rebel 300 are simple and raw, offering cutting-edge style and a radical image while minimizing the barriers to riding. There's literally nothing else out there like them, and we're confident that both models will appeal to young riders who want to stand out and are open to new experiences."



Two key words ran headlined throughout the development for both of these bikes for the design team: 'SIMPLE' and 'RAW'. But to do so much with so little is an art form in itself, an exercise in minimalist design where every detail matters.

The Rebel 500 will be available in the following colour options:

- Graphite Black (ABS & Non ABS)
- Matte Armored Silver Metallic (ABS)
- Millennium Red (ABS)

The Rebel 300 will be available in the following colour options:

- Millennium Red (ABS & Non ABS)
- Matte Pearl White (ABS)

Technical Specifications

	REBEL 300	REBEL 500
Engine Type	286cc liquid-cooled single-cylinder four-stroke	471cc liquid-cooled parallel-twin
Bore And Stroke	76mm x 63mm	67.0mm x 66.8mm
Induction	PGM-Fi, 38mm throttle body	PGM-FI with 34mm throttle bodies
Ignition	Computer-controlled digital transistorized with electronic advance	Computer-controlled digital transistorized with electronic advance
Compression Ratio	10.7:1	10.7:1
Valve Train	DOHC; four valves per cylinder	DOHC; four valves per cylinder
Transmission	Six-speed	Six-speed
Final Drive	O-ring-sealed chain	O-ring-sealed chain
Front Suspension	41 mm fork; 121 mm (4.77 in.) travel	41 mm fork; 121 mm (4.77 in.) travel
Rear Suspension	Dual shocks with five-position spring-preload adjustability; 96 mm (3.77 in.) travel	Dual shocks with five-position spring-preload adjustability; 96 mm (3.77 in.) travel
Front Brake	Twin-piston caliper with single 296mm disc Available ABS	Twin-piston caliper with single 296mm disc Available ABS
Rear Brake	Single-caliper 240mm disc	Single-caliper 240mm disc
Front Tire	130/90-16	130/90-16
Rear Tire	150/80-16	150/80-16
Rake	28 degrees (Fork angle 30 degrees)	28 degrees (Fork angle 30 degrees)
Trail	110mm (4.3 inches)	112mm (4.4 inches)
Wheelbase	1,491 mm (58.7 in.)	1,491 mm (58.7 in.)
Seat Height	691 mm (27.2 in.)	691 mm (27.2 in.)
Curb Weight	165 kg (364 lb.) ABS 168kg (370 lb.) including required fluids and full tank of gas - ready to ride	185 kg (408 lb) ABS 188 kg (414 lb.) including required fluids and full tank of gas - ready to ride
Fuel Capacity	11.4 litres	11.4 litres

All specifications are provisional and subject to change without notice.

#####

ABOUT HONDA CANADA

Honda Canada Inc. was established in 1969 and is the sole distributor of Honda motorcycles, scooters, ATVs and side-by-sides in Canada. The Honda Canada Motorcycle Division is responsible for sales, marketing, and operational activities for these products through authorized Honda dealers. For more information on Honda Canada powersports products, please visit: motorcycle.honda.ca. (All information subject to change without notice.) Pricing and availability to be announced through the Honda Canada website.

Media contact: Kimberly Moore // kimberly_moore@ch.honda.com // (905) 888 4505