



THE NEXT 25 YEARS

Where Bangladesh's Motorcycle Industry Is Headed

FARHAN MUSIQUE

The numbers tell a sobering story of Bangladesh's motorcycle industry. After reaching 640,000 units in 2022, sales fell to 384,000 in 2024, a six-year low. Inflation eroded purchasing power, the taka weakened sharply, and political upheaval worsened an already fragile market. Yet manufacturers had invested Tk 6,000 crore in production capacity, betting on growth that has yet to materialise.

Industry leaders still speak of reaching one million units by 2027, but that sounds less like forecasting and more like optimism. Strip away the marketing language, and three threads emerge: the electric question, safety technology and our export ambitions.

ELECTRIC TWO-WHEELERS: HYPE VS REALITY

The electric motorcycle story in Bangladesh is unfolding unevenly. Optimists point to a fourfold rise in EV bike imports, from 2,446 units in 2022-23 to 10,053 units in 2024-25. Realists note that of

Bangladesh's 6.5 million registered vehicles, only 261 are officially listed as electric two-wheelers. Pragmatists add that thousands more operate unregistered, in the familiar grey zone.

This is not the exponential curve of true disruption.

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KEY FEATURES



COLOR VARIANTS



DARK MATTE BLUE

MATTE BLACK (Rear Wheel)

METALLIC GREY

RACING BLUE

MAJESTY RED

MATTE BLACK (Front Wheel)

ICE FLUO- VERMILLION

CYBER GREEN



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