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**January 24, 2010**

Trading Enterprises ? Honda, an Al-Futtaim group company, today announced the opening of an exclusive showroom for the legendary Honda Goldwing touring bikes in association with Abbarco Bike.

The 3,000 sq ft state-of-the-art showroom located at Ras Al Khor (Al Ghandi Complex) was inaugurated by Sheikh Juma Al Maktoum. Also present at the inauguration were Mark Kass, Managing Director of Trading Enterprises ? Honda, Guy Edmunds ? General Manager ? Sales and Marketing, Trading Enterprises ? Honda, Shunichi Uchida, General Manager of Honda Motor Co. Middle East Office and Khalid Al Abbar, Owner, Abbarco Bike.

The showroom will feature six Goldwing bikes including the 2 and 3 wheelers alongside parts, accessories and merchandise of the popular models.

Mark Kass, Managing Director of Trading Enterprises Honda said: "We are delighted at the opening of this exclusive Honda Goldwing showroom. We believe this new showroom will be a melting pot for all Goldwing owners and lovers to meet and share their experiences of this ever popular bike."

Khalid Al Abbar, Owner, Abbarco Bike who is a Goldwing aficionado said: "We are proud of our association with Trading Enterprises ? Honda. I welcome all Goldwing enthusiasts to come to the showroom and take look around. You won?t be disappointed."

The showroom is open from 9am to 1pm and 4pm to 9pm, Saturday through Thursday.

<http://eyeofdubai.com/v1/news/newsdetail-38771.htm>