

DENSO x Honda Dream Cup 2026

Through its long-standing collaboration with PT Astra Honda Motor, PT DENSO Sales Indonesia brings trusted aftermarket products closer to riders, dealers and local communities while supporting the development of Indonesia's motorcycle racing ecosystem.



For more than two decades, PT DENSO Sales Indonesia (DSIA) has supported the Honda Dream Cup (HDC) as one of the key sponsors of PT Astra Honda Motor (AHM). Since 2005, this collaboration has reflected DENSO's commitment to Indonesia's motorcycle community while strengthening awareness of reliable and high-quality aftermarket products.

A Long-Term Partnership with Honda

Honda Dream Cup is a national motorcycle racing event that brings together aspiring riders, dealer networks, business partners and motorcycle enthusiasts from various regions. Through its sponsorship, DENSO engages directly with motorcycle users and local communities while reinforcing its position as a trusted automotive technology brand.

Bringing DENSO Products Closer to Riders

At each event, DENSO showcases selected aftermarket products through exhibition booths, promotional programmes and direct interaction with visitors. These activities help customers and business partners understand DENSO product quality and technology while supporting stronger collaboration with Honda's dealer network.

Expanding Engagement across Indonesia

The 2026 programme has reached Medan, Tasikmalaya, Pekanbaru and Purwokerto, with further activities planned in Makassar and Manado. Through this nationwide presence, DENSO continues to build meaningful connections with riders and automotive enthusiasts while expanding brand visibility in key regional markets.

Creating Business and Community Impact

DENSO's participation strengthens its strategic partnership with PT Astra Honda Motor, supports dealer engagement and aftermarket business opportunities, and increases product awareness among motorcycle users. The programme also creates direct opportunities to listen to customers and better understand market expectations.

Growing Together with Indonesian Riders

As Honda Dream Cup 2026 continues, PT DENSO Sales Indonesia remains committed to delivering reliable automotive solutions, supporting motorsport development and growing together with customers, riders and business partners throughout Indonesia

More information is available online at:

www.denso.com/id/id/

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