

New Delhi, March 21, 2024

## **HERO MOTOCORP INTRODUCES A CATEGORY-FIRST EV OWNERSHIP PACKAGE**

### **'VIDA ADVANTAGE' OFFERS A SLEW OF BENEFITS TO CUSTOMERS OVER FIVE YEARS**

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has launched the **VIDA Advantage** package for its VIDA V1 Pro electric scooter. A category-first proposition by **VIDA, Powered by Hero**, the emerging mobility brand of Hero MotoCorp, the VIDA Advantage package offers peace of mind to customers by making EV ownership hassle-free.

The "VIDA Advantage" offers an enhanced ownership experience with benefits and services worth Rs. 27,000, valid over a 5-year period. **This unique after-sales package will be available to customers at no cost till April 31, 2024.**

Commenting on the launch of VIDA Advantage, **Dr. Swadesh Srivastava, Chief Business officer – Emerging Mobility Business Unit (EMBU), Hero MotoCorp**, said, *"We understand that transitioning to electric mobility is not just about buying a vehicle; it's about embracing a lifestyle. That's why we have launched VIDA Advantage, which not only redefines electric vehicle ownership but also sets a new standard for customer-centricity in the industry."*

*"The VIDA Advantage is a category-first comprehensive after-sales proposition with value-added benefits to ensure peace of mind in every aspect of customers' ownership experience, ranging from maintenance to charging. With VIDA Advantage, we envision a future where EV adoption is not just a choice, but a convenient and rewarding experience for all."*

VIDA Advantage offers a comprehensive package of benefits aimed at facilitating sustained EV adoption. The advantages of the package include:

- **Extended Battery Warranty:** 5-year/ 60,000 kms warranty on both batteries, giving customers added confidence and reliability
- **Access to VIDA Fast Charging Network:** Free access to over 2,000 charging points, offers convenient charging solutions, to explore more and worry less
- **Service at VIDA workshops:** Hassle-free maintenance with free service at all VIDA workshops, that ensures VIDA V1 Pro is always in optimal condition
- **24x7 Roadside Assistance for Worry-Free Riding:** A reliable 24x7 roadside assistance, that ensures prompt service on demand

- **Safety and Convenience Features on “My VIDA” app:** Customers can unlock the full potential of their V1 Pro with access to a host of connectivity and safety features through the My VIDA App, offering real-time insights and control over their vehicle’s performance and security

VIDA V1 electric scooter range starts from Rs. 97,800\*/- (VIDA V1 Plus) and extends to Rs. 1,26,200\*/- (VIDA V1 Pro). The VIDA V1 Pro comes equipped with the best-in-class combination of performance (0-40 in 3.2 secs), a no-compromise real-world range of 110 Km and a top speed of 80 km/h.

\*Effective Price Delhi

The VIDA V1 Pro also offers industry-leading features such as Custom Mode (100+ combinations), Cruise Control, Boost Mode, Two-way throttle, Key-less access and an Over-the-air enabled 7” TFT Touch-Screen. This electric scooter is based on an intelligent platform that’s modular, scalable & flexible, enabling it to learn and adapt on the go.

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***Follow VIDA, Powered by Hero:***



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***For more information on Hero MotoCorp:***

