

August 13, 2018

Asst. Vice President, Listing Deptt.  
**National Stock Exchange of India Ltd.,**  
Exchange Plaza, Plot C/1, G Block  
Bandra Kurla Complex,  
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MUMBAI - 400 051  
Scrip Code: HEROMOTOCO

The Secretary,  
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Dalal Street,  
MUMBAI - 400 001  
Scrip Code: 500182

**Sub: Press Release**

Dear Sirs,

Please find enclosed herewith a copy of the Press Release being issued by the Company.

Kindly place the same on your records.

Thanking you.

**For Hero MotoCorp Limited**

A handwritten signature in blue ink, appearing to read 'Neerja Sharma', with a horizontal line underneath.

**(Neerja Sharma)**  
**Company Secretary**

Encl.: as above

**Hero MotoCorp Ltd.**

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New Delhi, August 13, 2018

**HERO MOTOCORP TO COMMENCE COUNTRYWIDE SALES OF THE HIGHLY ANTICIPATED 'XTREME 200R' - LOADED WITH PREMIUM FEATURES & ATTRACTIVE STYLING**

**BECOMES THE FIRST MOTORCYCLE IN ITS CATEGORY TO OFFER ABS AS A STANDARD FEATURE**

**ATTRACTIVELY PRICED AT RS. 89,900/- (EX-SHOWROOM DELHI)**

**Hero MotoCorp Ltd.**, the world's largest two-wheeler manufacturer, is set to commence country-wide sales of its new premium motorcycle Xtreme 200R, with dispatches from its factories starting next week.

Marking the Company's re-entry into the premium motorcycle segment, the Xtreme 200R is the first among the new range of Hero's premium motorcycles that are slated for launch this year.

To be available for sales at Hero MotoCorp dealerships starting in a phased manner, the Xtreme 200R has been priced attractively at Rs. 89,900/- (ex-showroom Delhi).

**While providing the thrill of riding this bike, the Xtreme 200R keeps the focus on safety with Anti-Lock Brake System (ABS), thereby becoming the first motorcycle in its category to offer ABS as a standard safety feature.**

Announcing this at a conference of the company's dealers from the domestic market in India at the Buddh International Circuit in Greater Noida today, **Pawan Munjal, Chairman, MD & CEO, Hero MotoCorp**, said *"For us, the Xtreme 200R is not just any other product launch – it will catapult us to where we have been earlier - the premium segment. It is, therefore, our re-entry into a segment where we had a sizeable presence and market share not too long ago. Designed specifically for the youth, the Xtreme 200R is an expression of our serious intent in a high growth segment. With the upcoming festive season in India, the Xtreme 200R will help us consolidate our market leadership. We will also soon commence sales of the Xtreme 200R in our global markets as well."*

Positioned strategically at the epicenter of the premium space, the Xtreme 200R delivers useful real world performance with a range of premium features, thus providing an appealing overall package to a very diverse and wide range of customers.

The new Xtreme 200R with its muscular and aggressive styling exudes a Roadster stance. Powered by a BS-IV compliant 200cc air-cooled engine, the motorcycle comes packed with intuitive technology and perfect riding ergonomics to deliver an exceptional performance to the rider.

Hero MotoCorp continues to be the unrivaled market leader in the domestic motorcycle segment with over 50% market share. The Company is now focusing on the premium segment with a host of new motorcycles. The next launch from Hero's stable of premium bikes will be the XPulse 200, country's first 200cc adventure bike.

**Sanjay Bhan - Head of Sales, Customer Care and Parts Business, Hero MotoCorp**, said, *"We are ready to commence the retail sales of the Xtreme 200R across the country and are confident that this motorcycle will enable us to make our presence felt in the premium segment. The customer response to the bike in the Northeastern part of the country, where it was recently launched, has been overwhelmingly positive."*

## ***PERFORMANCE & TECHNOLOGY***

### **Engine**

The new Xtreme 200R is powered by an all-new performance-oriented BS-IV compliant 200cc engine. The air-cooled engine produces a maximum power output of 18.4 PS @ 8000 rpm and maximum torque of 17.1 NM @ 6500 rpm. Thus, offering abundant power and torque across the rev bands. The bike races from 0-60 km/h in 4.6s seconds only and reaches a top speed of 114 km/h. The engine also features additional balancers to ensure smooth power delivery by cutting first order vibrations.

### **Frame & Ergonomics**

The new Xtreme 200R comes with a lightweight yet stiff Frame which offers precise handling in tight corners and utmost stability at high speeds. The carefully tuned Ergonomic-riding triangle between the handlebar, seat and foot-pegs offers perfect balance of agility and comfort.

## ***DESIGN AND STYLE***

The new Xtreme 200R is a real head-turner with its muscular stance and aggressive styling.

The bold Fuel Tank, sporty Headlight, eyebrow-shaped LED Pilot Lamps and LED Tail Lamp with guide lights, sporty digi-analogue information cluster and attractive dual-tone graphics add to the striking & distinct appeal of the

motorcycle. In addition, the bike features a newly designed contoured seat for improved ergonomics and seating comfort for rider and pillion.

Adding to the style-quotient are the five exciting dual-tone color schemes - Panther Black with cool Silver, Panther Black with Red, Sports Red, Charcoal Grey with Orange and Techno Blue.

### ***ADDED CONTROL AND SAFETY***

In addition to the impressive design and style elements, the motorcycle also comes with a host of safety features, such as 276 mm Front Disc and 220 mm Rear disc Brakes and a standard ABS system.

The 37mm broad front fork ensures precise control while the 7-step adjustable Mono-shock suspension technology offers superior ride handling, cornering stability while adding to the style quotient.

The 17" 130/70 wide rear radial tyre with performance tread pattern ensures enhanced road grip, cornering confidence and better braking control under all conditions.

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### **For more information:**

*Please visit: [www.heromotocorp.com](http://www.heromotocorp.com) | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp*

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