

June 30, 2020

Asst. Vice President, Listing Deptt.,  
**National Stock Exchange of India Ltd.**  
Exchange Plaza, Plot C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E),  
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**



**(Neerja Sharma)**  
**Company Secretary & Chief Compliance Officer**

Encl: As above

**New Delhi, June 30, 2020**

## **HERO MOTOCORP REVS UP ITS PREMIUM RIDE WITH THE DISPATCH COMMENCEMENT OF THE XTREME 160R**

### **THE EAGERLY AWAITED MOTORCYCLE OFFERS AN UNMATCHED PACKAGE OF PERFORMANCE, FEATURES & STYLE**

- **CLASS-LEADING ACCELERATION - 0-60 KM/H IN ONLY 4.7 SECONDS**
- **FIRST-IN-SEGMENT FEATURES – ALL-LED LIGHTS PACKAGE AND SIDE-STAND ENGINE CUT-OFF**

Building on its focused strategy of creating a robust portfolio of premium products, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has commenced the dispatches of its eagerly-awaited new motorcycle – the **Hero Xtreme 160R**.

Adding a striking and powerful new chapter to the popular premium brand Xtreme, the Xtreme 160R further strengthens Hero MotoCorp's presence in the premium motorcycle segment. With its successful XPulse and Xtreme motorcycle brands, the Company is geared-up to make a compelling appeal to youth across the globe.

Unveiled at the Hero World 2020 event, which was hosted at the Centre of Innovation and Technology (CIT) in the northern Indian city of Jaipur in February this year, the Xtreme 160R is inspired by the bold 1.R concept showcased at the International automotive show EICMA in 2019. The motorcycle offers an unparalleled mix of performance, sportiness and features, while boasting a muscular stance with an optimum mix of comfort and control.

The new Xtreme 160R will be available at Hero MotoCorp showrooms across the country at an attractive price point of Rs. **99,950/-\*** (Front Disc with Single Channel ABS) and Rs. **1,03,500\*** (Double Disc with Single Channel ABS).

\*(both prices ex-showroom Delhi)

**Malo Le Masson, Head of Global Product Planning, Hero MotoCorp**, said *"The Hero Xtreme 160R is a real Head-turner, cat like agility with power to weight ratio of a street racer, and tech-loaded with segment first features like the all LED package. This modern street fighter is targeting to win the urban race. With this latest model, we are now offering a compelling and competitive line-up of premium motorcycles, from Street Naked to Sport with the Xtreme 200S, from Adventure with XPulse 200 to casual Touring with the XPulse 200T."*

**Naveen Chauhan, Head – Sales, After Sales & Parts, Hero MotoCorp**, said, *"Ever since the Xtreme 160R was showcased at the Hero World 2020 event, we have been getting a very high number of requests for its commercial launch. The initial response for the motorcycle has been very positive and we already have inquiries to match the dispatches. We are confident that the Xtreme 160R will help us in scaling-up our presence in the segment."*

*(more....2)*

Press Release

The commercial launch of the Xtreme 160R will be accompanied by a 360\* media campaign with the tagline – **Heads will Turn, Hearts will Race!** The campaign will focus on new-age digital platforms to engage with youth and build on the premium quotient of the brand.

The Xtreme 160R has been designed and developed completely in-house at the Company's R&D hub - the Center of Innovation and Technology (CIT) in the northern Indian city of Jaipur, Rajasthan.

## **HERO XTREME 160R**

### **Class Leading Acceleration**

Setting the bar for sportiness and real-world performance, the new Xtreme 160R comes with a 160cc air-cooled BS-VI Compliant engine that is powered by the XSens technology and advanced Programmed-Fuel-Injection. The Engine delivers an impressive power output of 15 BHP @ 8500 RPM. Joining the fast lane with a **class leading acceleration** - 0-60 km/h in 4.7 seconds - the motorcycle has one of the **best power-to-weight ratios** in its class, thanks to the low kerb-weight of 138.5kg.

### **Exceptional Handling**

The new Xtreme 160R enjoys a commanding riding position with ergonomics engineered for the streets. The lightweight rigid diamond frame setup offers exceptional handling in the streets, while making it a **corner happy** machine at the same time.

The 37mm Telescopic Front Forks and a 7-step adjustable Rear Mono-shock Suspension setup is tuned for urban agility, providing precise handling and a smooth ride. Brakes with 276mm Front petal disc and 220mm Rear petal disc ensure that the rider is always in **full control** and confident of the stopping power. The 165mm ground clearance ensures the ride is hurdle free.

### **First-in-Segment Features**

The new Xtreme 160R is paired with a first-in-segment **all LED package**, from a sculpted full LED headlamp with LED DRLs in front, to LED indicators with hazard switch and down to the rear H signature LED tail lamp. The inverted fully digital LCD display together with the first-in-segment **side-stand engine cut off** ensure the motorcycle is both technologically advanced and safe.

The head turner is available in **two variants** - Front Disc with Single Channel ABS and Double Disc (Front and Rear) with Single Channel ABS and three vibrant color combinations of Pearl Silver White, Vibrant Blue, Sports Red.

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*For more information:*

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