

April 30, 2024

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,
BSE Limited
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001
Scrip Code: 500182

Sub: Press Release

Dear Sir(s),

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

Dhiraj Kapoor
Company Secretary & Compliance Officer

Encl.: As above

Hero MotoCorp Ltd.

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New Delhi, April 30, 2024

HERO MOTOCORP REVEALS HARLEY-DAVIDSON 2024 MODEL PRICES ACROSS INDIA

BREAKOUT 117 REINTRODUCED IN INDIA ALONG WITH ALL-NEW ROAD GLIDE AND STREET GLIDE

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, and iconic American motorcycle-maker **Harley-Davidson** have announced the pricing for Harley-Davidson 2024 model motorcycles across India. The 2024 model motorcycles are now available for ordering at all authorized Harley-Davidson dealerships across India.

The 2024 motorcycle models usher in a new era of touring performance, technology, and design. The all-new Street Glide® and Road Glide® models featuring the new Milwaukee-Eight 117, are more powerful, comfortable, and lighter, and packed with advanced technology, including a new infotainment system, all wrapped up in a dramatic new visual design.

Dimitris Raptis, Vice President of Asia Pacific, Harley-Davidson, said: *"We are excited to enhance our Grand Touring range with advanced models and trailblazing features that serve to fuel our rider's passion for freedom and adventure on the open roads of India. Our new 2024 Model Year motorcycles reflect Harley-Davidson's commitment to innovation and incorporating performance-focused technologies into our products."*

Ravi Avalur, Head - Harley-Davidson Business Unit, Hero MotoCorp, said: *"We are excited to open the bookings for the 2024 range of Harley-Davidson motorcycles in India. In the Grand American Touring category, we have brought the new Harley-Davidson Road Glide and Street Glide models to further enhance Harley-Davidson's leadership in the market. In the cruiser category, we are re-introducing Harley-Davidson Breakout 117 to enhance the product portfolio for the Indian consumers."*

NEW 2024 Street Glide and Road Glide Models

The 2024 Street Glide and Road Glide models are more powerful, lighter, and more dynamic, and feature all-new visual design elements that combine a cohesive dynamic flow from the front fenders to the saddlebags. Both models feature an evolved fairing profile that appears refreshingly modern yet retains Harley-Davidson design DNA that makes them instantly familiar. Additional key features include:

- An updated Milwaukee-Eight® 117 V-Twin engine features a new cooling system which further optimizes thermal comfort for the rider and enhanced intake and exhaust flow to boost performance.
- Selectable Ride Modes – Road, Sport, Rain and Custom – electronically control the performance characteristics of the motorcycle.
- Infotainment technology is powered by Skyline™ OS and presented on a 12.3-inch TFT color touch screen that replaces all analog instrumentation and most switches. A new 200-watt audio amplifier powers a pair of fairing-mounted speakers.
- Improved aerodynamics enhance rider comfort and reduce subjective helmet buffeting at highway speed by an average of 60 percent. Rear suspension travel is increased to 3-inches. A redesigned one-piece seat shape and padding materials offer a significant improvement in long-range comfort for most riders.

The company also announced the H-D BREAKOUT 117, a raked-out cruiser that packs Milwaukee-Eight 117 V-Twin Engine. The motorcycle comes equipped with Two-into-two exhaust which improves mid-range torque and produces a strong, stirring note.

Ex-showroom prices for Harley-Davidson 2024 range of motorcycles:

Model Name	MY24 (INR)
Nightster	13,39,000
Nightster Special	14,09,000
Sportster S	16,49,000
Fat Bob 114	21,49,000
Pan America Special	24,64,000
Fat Boy 114	25,69,000
Heritage 114	27,19,000
Breakout 117	30,99,000
Street Glide	38,79,000
Road Glide	41,79,000

View the complete line of Harley-Davidson motorcycles and products at harley-davidson.com.

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About Harley-Davidson

Harley-Davidson, Inc. is the parent company of Harley-Davidson Motor Company and Harley-Davidson Financial Services. Our vision: Building our legend and leading our industry through innovation, evolution and emotion. Our mission: More than building machines, we stand for the timeless pursuit of adventure. Freedom for the soul. Since 1903, Harley-Davidson has defined motorcycle culture with an expanding range of leading-edge, distinctive and customizable motorcycles in addition to riding experiences and exceptional motorcycle accessories, riding gear and apparel. Harley-Davidson Financial Services provides financing, insurance and other programs to help get Harley-Davidson riders on the road. Learn more at www.harley-davidson.com.

For more information on Harley-Davidson in India:

<https://www.facebook.com/HarleyDavidsonindia/>

https://www.instagram.com/harleydavidson_india/?hl=en

<https://www.youtube.com/user/harleydavidsonindia>

https://twitter.com/HarleyIndia?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

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