

December 21, 2017

Asst. Vice President, Listing Deptt.
National Stock Exchange of India Ltd.,
Exchange Plaza, Plot C/1, G Block
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 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 Ltd.


(Neerja Sharma)
Company Secretary



Encl.: as above

Hero MotoCorp Ltd.

Regd. Office: 34, Community Centre, Basant Lok, Vasant Vihar, New Delhi-110057, India
Tel. +91-11-26142451, 46044100, Fax +91-11-26143321, 26143198
HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J





New Delhi, December 21, 2017

HERO MOTOCORP STRENGTHENS ITS PRODUCT PORTFOLIO WITH THREE NEW MOTORCYCLES UNVEILS THE NEW PASSION PRO, PASSION XPRO AND SUPER SPLENDOR

In keeping with its aggressive product strategy, **Hero MotoCorp Ltd. (HMCL)**, the world's largest two-wheeler manufacturer, today unveiled three new motorcycles – the 125cc **Super Splendor**, the 110cc **Passion PRO** and the 110cc **Passion XPRO**.

Close on the heels of a record-breaking festive season, the Company is aiming to further augment its dominant market leadership through the launch of these new youthful, powerful, stylish, and efficient range of motorcycles.

There will be a phase-wise launch of the three motorcycles in the market, starting January 2018.

Hero MotoCorp is already the dominant leader in the 100-125cc segments with its popular brands - Splendor, Passion, HF Deluxe, Glamour, and Super Splendor.

Dr. Markus Braunsperger, Chief Technology Officer, Hero MotoCorp, said, *“Over the recent past, we have strengthened our in-house product development capabilities at the Hero Centre of Innovation and Technology (CIT). Our new motorcycles deliver best-in-class performance, with advanced features and modern styling. We are also gearing up to launch multiple new exciting products across segments in the coming months.”*

Mr. Malo Le Masson – Head of Global Product Planning, Hero MotoCorp, said, *“With the launch of the new Passion PRO, Passion XPRO and Super Splendor, we are aiming to further consolidate our leadership in the 100-125cc segments. These new motorcycles come with bold styling and more power while still retaining their product DNA and will surely be appreciated by the customers. Now, we will shift our focus on premium motorcycles and aim to grow our market share in the premium segment.”*

The New Passion PRO

Designed for today's smart generation, the performance-oriented and boldly styled new 110cc Passion PRO is loaded with an array of convenience, safety and utility features, which integrate seamlessly to offer improved handling and a hassle-free riding experience. The modern appeal of the bike and best-in-class performance promises to offer an enhanced experience to the customers.

The new Passion PRO draws its unmatched performance from a BS-IV compliant 110cc TOD (Torque on Demand) engine, producing a maximum power output of 7.0 (9.4) kW (PS) @ 7500 rpm and maximum torque of 9.0 Nm @ 5500 rpm. The fuel efficient and cleaner engine offers more usable power.

The motorcycle also features Hero's intuitive i3S (Idle-stop-start system) and also offers 12% more power and torque than its previous generation. The bike races from 0-60 km/h in 7.45 seconds only.

The boldly styled motorcycle comes packed with a host of style elements including the new muscular Fuel Tank with Flush type Cap, modern & sleek signature rear Tail Lamp.

In addition, the motorcycle offers a slew of safety and utility features, such as, Digital-Analog meter with digital Fuel Gauge, trip meter, All Time Headlamp On (AHO) and side stand indicator.

Adding to the style quotient are the five bold metallic color schemes - Sports red-strong and bright, Black monotone- exciting and premium, Force silver metallic-bold and vibrant, Heavy grey metallic- sober and elegant, Frost blue metallic-cool and convenient. The motorcycle is available in both Drum and Disc variants.

The New Passion XPRO

The new sharper Passion XPRO offers the right mix of style, technology and best-in-class performance. Targeted at the youth, the motorcycle comes packed with a host of modern and stylish features, including the new sharper Fuel Tank with Flush fuel lid, dynamic shrouds, sporty real cowl, duel-tone mirrors, LED Tail Lamp and Digital-Analog meter with digital Fuel Gauge. All Time Headlamp On (AHO) offers superior visibility and safety.

The new motorcycle comes with a BS-IV compliant 110cc (Torque on Demand) engine, producing a maximum power output of 7.0 (9.4) kW (PS) @ 7500 rpm and maximum torque of 9.0 Nm @ 5500 rpm.

The motorcycle also features Hero's intuitive i3S (Idle-stop-start system) and also offers 12% more power and torque than its previous generation. The bike races from 0-60 km/h in 7.45 seconds only.

The motorcycle will be available in five premium dual-tone color palettes – Sports red with black – powerful and warm, Black with sports red – strong and popular, Black with techno blue – vibrant and youthful, Black with heavy grey – elegant and sober, Force silver with black – cool and bright. The motorcycle is available in both Drum and Disc variants.

The New Super Splendor

Targeted at young professionals, the new Super Splendor ticks all the right boxes with its best-in-class performance and stability. This is in addition to the trust, reliability and fuel efficiency that are distinct to the Splendor brand.

The powerful commuter comes with a new Air-Cooled, 4-stroke single Cylinder OHC 125cc TOD (Torque-on-Demand) engine that also features the highly efficient and proven Hero i3S technology. The engine produces a maximum power output of 8.4 (11.4) kW (PS) @ 7500 rpm and maximum torque of 11 Nm @6000 rpm.

The motorcycle offers 27% more power and 6% more torque than its previous generation. The bike reaches a maximum speed of 94 km/h.

The motorcycle also comes packed with a series of utility and comfort features, such as All Time Headlamp On (AHO), Side Stand Indicator, wider Rear Tyre, updated seat profile and side Reflector, largest under seat storage in class with additional storage in front under the tank etc.

To add to the style-quotient, the motorcycle comes with Chrome finish Muffler, sleek Tail Light, silver finish Side Cover, Trapezoidal Headlamp and Modern Graphics.

The new Super Splendor comes in five premium metallic colors – Black with purple graphics, Black with Fiery Red graphics, Black with silver graphics, Candy Blazing Red and Heavy Grey with Blue graphics.

For more information:

Please visit:

www.heromotocorp.com | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

Press Contact:

corporate.communication@heromotocorp.com

Weber Shandwick – India

Mansi Molasi +91 9650215869 mmolasi@webershandwick.com