

September 5, 2021

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**  
25<sup>th</sup> 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 & Chief Compliance Officer**

Encl.: As above



New Delhi, September 5, 2021

## **HERO MOTOCORP EXPANDS CUSTOMER TOUCH POINTS & SERVICE CENTERS FOR HARLEY-DAVIDSON RIDERS IN INDIA**

### **BOOKINGS OPEN FOR NEXT LOT OF 'PAN AMERICA™ 1250' AFTER THE FIRST BATCH COMPLETELY SOLD OUT**

Taking yet another significant step forward in their journey together, Harley-Davidson, the legendary motorcycle brand and Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, have expanded the touch points for customers in the country.

Hero MotoCorp now has an expanded network of 14 full-fledged dealerships and seven authorized service centers across the country, exclusively for Harley-Davidson customers.

**Ravi Avalur – Head, Premium Segment Business Unit, Hero MotoCorp** said, *"The Pan America 1250 is one of the most anticipated motorcycles of 2021. Considering it is Harley-Davidson's first foray into the adventure-touring segment, the Pan America™ motorcycle has already generated immense excitement among customers. With the first shipment being completely sold out, it is truly heartwarming to see how the market has responded to the product.*

*"With the Harley-Davidson India dealer network now fully operational, our next objective is to resume the H.O.G.™ (Harley Owners Group) events. We are gearing up for the next annual Rally to be held in Goa between February 3-5, 2022."*

**Sajeev Rajasekharan – Managing Director, Asia Emerging Markets and India, Harley-Davidson** said, *"We are excited for Harley-Davidson fans and motorcycle enthusiasts in India to experience the Pan America 1250. More than a century ago, Harley-Davidson stood for adventure and continues to do so until today as we present our first adventure touring motorcycle. Offering a differentiated riding experience, we invite adventure seekers to find their freedom across new terrains and experience India on this new motorcycle".*

The new Harley-Davidson® Sportster S will be the next model to be launched in India towards the end of the year. Bookings for all the 13 existing models and the Sportster S are currently open.

Hero MotoCorp and Harley-Davidson are committed to providing a smooth and hassle-free ownership experience to the existing and future Harley-Davidson customers in India.

### **Pan America 1250 – Product Highlights**

Built to endure, designed to explore, and engineered for adventure, the Pan America 1250, is launched at a starting price of **INR. 16,90,000/-** and Pan America 1250 SPECIAL at **INR. 19,99,000**. Available as a Completely Built-up Units (CBU), the Adventure Touring motorcycle can be booked at all Harley-Davidson dealerships in India from today onwards.

The Pan America™ motorcycle is Harley-Davidson's explore-it-all machine for riders who see touring as detouring – on road and off. This rugged, powerful, technologically advanced multi-purpose vehicle is designed from the ground up to inspire rider confidence and fuel the spirit of adventure, wherever the road may take you.

Harley-Davidson has leveraged its cutting-edge design and engineering capabilities to create the Pan America 1250 and Pan America 1250 Special, all-new, adventure-touring motorcycles, each designed with premium features, outstanding performance and innovative technology.

An off-road versatile motorcycle, the Pan America™ stands out visually in the adventure touring landscape, with **design** that reflects the capability of the motorcycles. From grab handles to integrated luggage mounts, to a horizontal headlamp configured to better illuminate an off-road trail, function defines style.

The Pan America™ models are powered by the new 150hp **Revolution® Max 1250 engine**, a liquid-cooled 1,250cc-displacement V-Twin designed to offer a broad powerband that builds to a rush of high-RPM power. To minimize overall motorcycle weight, the Revolution Max engine is integrated into the vehicle as the central member of the chassis.

Three distinct elements – the front frame, the mid frame and the tail section – bolt directly to the **powertrain**. This design reduces motorcycle weight and results in a stiff chassis that contributes to precise handling.

Cast aluminum **wheels** (19-inch front and a 17-inch rear) are designed to be strong, yet light weight, intended for use on paved roads and un-paved surfaces, such as gravel roads and fire roads.

**As an industry-first innovation**, Pan America™ is equipped with Adaptive Ride Height (ARH), a revolutionary new **suspension** system which automatically transitions between a low stopped position and optimal ride height when the motorcycle is in motion.

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The Pan America 1250 model is equipped with Cornering Rider **Safety** Enhancements. Enhancements include: Cornering Enhanced Electronically Linked Braking, Cornering Enhanced Antilock Braking System, Cornering Enhanced Traction Control System, Cornering Enhanced Drag-Torque Slip Control System, and Hill Hold Control.

Pre-programed **ride modes** for the Pan America 1250 models include Road, Sport, Rain, Off-Road and Off-Road Plus. Each Ride Mode consists of a specific combination of power delivery, engine braking, Cornering Enhanced Antilock Braking System (C-ABS) and Cornering Enhanced Traction Control System (C-TCS) settings.

All **instrumentation** and **infotainment** functions are displayed on a tilting 6.8-inch TFT touchscreen. The display supports infotainment generated by the rider's Bluetooth-equipped mobile device, including music and calls.

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### **For more information:**

[www.heromotocorp.com](http://www.heromotocorp.com) / FB: @HeroMotoCorpIndia / Twitter: @HeroMotoCorp / IG: @HeroMotoCorp

<https://www.harley-davidson.com/in/en/index.html> / FB: @harleydavidsonindia /  
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