

New Delhi, October 22, 2018

HERO MOTOCORP MAKES A BOLD & PREMIUM ENTRY IN THE 125CC SCOOTER SEGMENT WITH DESTINI 125

**COMMENCES RETAIL SALES IN DELHI-NCR WITH AN ATTRACTIVE PRICE
OF RS. 54,650/- (EX-SHOWROOM)**

TO BE LAUNCHED IN REST OF THE COUNTRY IN SUBSEQUENT WEEKS

**FIRST SCOOTER IN THE COUNTRY TO FEATURE THE i3S - 'IDLE START-
STOP' SYSTEM**



In keeping with its strategic focus and commitment to introduce higher-engine capacity products, **Hero MotoCorp**, the world's largest two-wheeler manufacturer, today launched the new Destini 125 scooter.

Coming close on the heels of Hero's new motorcycle in the premium segment, Xtreme 200R, the powerful Destini 125 aims to fortify the Company's presence in the fast-growing 125cc scooter segment.

The new Destini 125 will be available from tomorrow across Hero dealerships in the Delhi-NCR region, at an attractive price of Rs. 54,650/- (Ex-Showroom) for the Lx variant and Rs. 57,500/- (Ex-Showroom) for the Vx variant.

The retail sales of the Destini 125 in other markets across the country will commence over the next few weeks.

A perfect ride with emphasis on style, power and technology, the new Destini 125 is also the first and only scooter in India to feature the highly efficient idle start-stop-system – based on Hero's revolutionary i3S technology.

Dr. Markus Braunsperger, Chief Technology Officer, Hero MotoCorp Ltd., said, *"We are introducing the new Destini 125 scooter, within just a few weeks of launching a new premium motorcycle – Xtreme 200R. This clearly demonstrates our robust in-house competency in designing and developing products in the premium segment. The Destini 125 is the only scooter in India today to offer the revolutionary i3S technology, in addition to providing a perfect balance of power and style. We have a strong pipeline of new products in both scooter and premium motorcycle segments, which we will launch in the coming months."*

Malo Le Masson – Head of Global Product Planning, Hero MotoCorp Ltd., said, *"The scooter market is witnessing a shift towards products with higher engine capacity. The 125cc segment in particular has been expanding at a rapid pace, witnessing a growth of over 75% year-to-date this fiscal. The 125cc segment, therefore, is a focus area for us and we are strategically following a multi brand approach in this space. In keeping with this strategy, we have debuted today in this category with the Destini 125 and will soon introduce another scooter towards the end of the year."*

Sanjay Bhan – Head of Sales, Customer Care and Parts Business, Hero MotoCorp, said, *"We are set to delight our customers by commencing the retail sales of the Destini 125 during the ongoing festive season. We are confident that the Destini 125 will be a strong enabler for us in growing our presence in this category. Our customers in the Delhi-NCR market can buy the Destini 125 from tomorrow onwards. It will be made available in other markets across the country over the next three to four weeks."*

Destini 125

Powerful Ride

The Destini 125 draws its power from a new 125cc Energy Boost Engine, producing power output of 8.7 bhp @6750 rpm and maximum torque of 10.2 Nm @5000 rpm. The powertrain offers 17% higher torque and 9% higher power than the existing 110cc scooter.

Smart Technology

As a first-in-class feature, the Destini 125 brings Hero's intuitive i3S (Idle-stop-start system) to the 125cc scooter segment for enhanced efficiency. In addition, a Digital-analog Speedometer, Side Stand Indicator and Service Due Reminder assures a hassle-free ride.

Utmost Convenience & Safety

External fuel filling system, Remote key opening, Mobile charging port*, and Boot light* offer unmatched convenience. The scooter also provides superior road comfort and safety with telescopic suspension and an Integrated Braking System.

Premium Style & Sturdiness

Targeted at young professionals from the metro and mini-metros, the Destini 125 comes packed with a host of style elements to enhance the appeal of the premium and modern scooter. These include metal body with a bold premium Chrome Chest*, Signature Tail Lamp & Winkers, side chrome garnishes*, stylish Cast wheels*, new body color mirrors, and a dual tone seat cover*.

Press Release

Adding to the style quotient are the four premium metallic colors – Noble Red*, Chestnut Bronze, Panther Black and Pearl Silver White.

(*) standard equipment on Vx variant.

For more information:

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