



New Delhi, July 28, 2023

HERO MOTOCORP RECEIVES AN OVERWHELMING RESPONSE FOR HARLEY-DAVIDSON X440

- **ONLINE BOOKINGS TO CLOSE ON 3rd AUGUST 2023**
- **DELIVERIES TO COMMENCE FROM OCTOBER 2023**

Harley-Davidson X440, the first co-developed premium motorcycle of Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters and iconic American motorcycle-maker Harley-Davidson has received highly positive response in customer bookings, since its launch on July 3rd, 2023.

The company will close the online booking window on August 3rd 2023, as the test rides at national scale for the pre-booked customers will begin from September 1st 2023 onwards. Hero MotoCorp will start the production of the Harley-Davidson X440 in September at the company's Garden Factory at Neemrana, in the northern Indian state of Rajasthan, and commence customer deliveries from October 2023. Deliveries to customers will be made on a prioritised basis as per booking dates.

The ramp up of production capacity is already in progress in response to the demand trends. The resumption date of online bookings and the price for the next window will be announced later.

Niranjan Gupta, Chief Executive Officer, Hero MotoCorp said, *"It is heartening to see the increasing inflow of enquiries and bookings for Harley-Davidson X440. The volume so far has surpassed our expectations and we have reached a point where we have decided to close the online booking channel temporarily."*

"The response is reflective of the brand love and trust that riding enthusiasts hold for Harley-Davidson and Hero MotoCorp. As we prepare for production and deliveries of Harley-Davidson X440, we are confident of offering an exceptional riding experience to the customers with best-in-class power, performance, and value proposition."

The motorcycle is available in **three variants – Denim, Vivid and S at an introductory price point** of INR 2,29,000/- (Denim), INR 2,49,000/- (Vivid) and INR 2,69,000 (S) respectively. **The Harley-Davidson X440 can be booked online till August 3, 2023, by visiting www.Harley-Davidsonx440.com with a booking amount of INR 5000/-.**

The Harley-Davidson X440 inherits the character of the iconic Harley-Davidson brand with its commanding road presence. With its distinctive design, all-metal body, and a powerful engine, the motorcycle showcases its persona of a true performer in style. Nimble and agile in traffic, yet supremely robust and comfortable over rough terrain, Harley-Davidson X440's ride quality opens a whole new world of inspiring riding experience.

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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/>
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About Hero MotoCorp Ltd.

The New Delhi (India) headquartered Hero MotoCorp Ltd. is the world's largest manufacturer of motorcycles and scooters, in terms of unit volumes sold by a single company in a year — the coveted position it has held for the past 22 consecutive years. The Company has sold over 110 million motorcycles and scooters in cumulative sales since inception. Hero MotoCorp currently sells its products in more than 47 countries across Asia, Africa, Middle East, and South and Central America. Hero MotoCorp has eight state-of-the-art manufacturing facilities, including six in India, and one each in Colombia and Bangladesh. Hero MotoCorp has two world-class, state-of-the-art R&D facilities — the Centre of Innovation and Technology (CIT) in the northern Indian state of Rajasthan, and Hero Tech Centre Germany GmbH. Hero MotoCorp is one of the largest corporate promoters of multiple disciplines of sports, including, Field Hockey, Football, Motorsports, Cricket and Golf.

For more information on Hero MotoCorp:



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