New Delhi, India, July 4, 2023

BOOKINGS TO OPEN TODAY FOR 'HARLEY-DAVIDSON X440' ACROSS INDIA FROM 4:40PM ONWARDS

HERO MOTOCORP & HARLEY-DAVIDSON CO-DEVELOPED 'HARLEY-DAVIDSON X440' IS AVAILABLE AT AN INTRODUCTORY PRICE OF INR 2,29,000/-

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, is set to open the bookings for its first co-developed premium motorcycle with iconic American motorcycle-maker **Harley-Davidson** – the **Harley-Davidson X440** across India starting today, July 4th 2023 from 4:40pm onwards.

Harley-Davidson X440 can be booked online by visiting www.Harley-Davidsonx440.com with a booking amount of INR 5000/-.

Additionally, customers can also reserve the Harley-Davidson X440 at all Harley-Davidson dealerships and select Hero MotoCorp outlets across the country.

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. Deliveries of Harley-Davidson X440 will commence from October 2023 onwards.

The Harley-Davidson X440 was unveiled at a ceremony at the world-class and state-of-the-art Hero Center for Innovation and Technology (CIT) on July 3rd 2023 by Mr. Niranjan Gupta, CEO, Hero MotoCorp, Dr. Pawan Munjal - Executive Chairman of Hero MotoCorp and Mr. Jochen Zeitz - Chairman, President & Chief Executive Officer (CEO) of Harley-Davidson in the presence of investors, media, dealers and partners.

The Harley-Davidson X440 marks Hero MotoCorp and Harley-Davidson's foray into the 440cc segment for the first time in India. Co-developed by Hero MotoCorp and Harley-Davidson at the Hero CIT, the Harley-Davidson X440 will be manufactured at the company's Garden Factory at Neemrana, in the northern Indian state of Rajasthan.

With a commanding road presence, the Harley-Davidson X440 carries the DNA of the iconic Harley-Davidson brand. It wears its heart on its sleeve with its distinctive design, all-metal body, and a powerful engine. 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. The Harley-Davidson X440 is a true performer, delivering best-in-class value and performance.

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For more information on Hero MotoCorp:

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