

New Delhi, August 29, 2023

HERO MOTOCORP REVS UP THE PREMIUM MOTORCYCLE SEGMENT

LAUNCHES ICONIC MOTORCYCLE 'KARIZMA XMR' IN ITS NEW CONTEMPORARY AVATAR

- **BEST-IN-CLASS PERFORMANCE – MOST POWERFUL & HIGHEST TORQUE IN ITS CLASS**
- **LIQUID-COOLED DOHC ENGINE, 6-SPEED TRANSMISSION WITH SLIPPER ASSIST CLUTCH & DUAL CHANNEL ABS MAKES THEIR DEBUT**
- **ADVANCED TECH WITH FIRST-IN-SEGMENT ADJUSTABLE WINDSHIELD, INTELLIGENT ILLUMINATION HEADLAMPS AND TURN-BY-TURN NAVIGATION**
- **DISTINCT INDIVIDUALITY, UNMISTAKABLE ROAD PRESENCE – THE AURA OF A LEGEND**

Reiterating its accelerated focus in the premium segment, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today launched the highly anticipated Karizma XMR.

The new Karizma XMR is the most powerful motorcycle in its class, producing the highest torque. The motorcycle is powered by 210cc Liquid Cooled DOHC Engine, 6 Speed transmission that comes with Slip and Assist Clutch and Dual Channel ABS – purpose built for the perfect ride redefining the sports segment.

With today's customers looking for Advanced Technology, the new Karizma XMR is packed with the **segment-first** adjustable windshield, Intelligent Illumination Headlamp and Turn-By-Turn navigation guaranteeing an unparalleled motorcycling experience.

In keeping with its Mission to Create, Collaborate and Inspire, the new Karizma XMR is the result of a unique collaboration between the world class engineers at Hero's state-of-the-art Hero Center for Innovation and Technology (CIT) in Jaipur and the Hero Tech Centre Germany (TCG) near Munich.

Mr. Niranjan Gupta, Chief Executive Officer, Hero MotoCorp said, *"The launch of Karizma XMR, marks yet another significant milestone in our journey to 'win in premium'. We are rapidly building full portfolio in this segment, in line with our strategy. The focus will not just be on products with first-in-class and best-in-class features, but also on providing overall premium experience through our Hero 2.0 stores and exclusive range of premium outlets going forward. There's more to come as we go forward in this fiscal year."*

Mr. Ranjivjit Singh, Head of India Business Unit, Hero MotoCorp, said *“Within just a span of three months, we have introduced three new premium motorcycles – Xtreme 160R 4V, Harley-Davidson X440 and now the Karizma XMR - arguably in the first such instance by any OEM. All these products are reflective of our focus on rapid growth and market share gains in the premium motorcycle segment. Karizma enjoys immense brand equity among biking enthusiasts and the motorcycle in its new avatar - Karizma XMR – will appeal to the new generation of young customers. Together with our network of premium dealerships, we are confident of offering a highly compelling and premium experience to our customers.”*

Hero Karizma XMR will be available at Hero MotoCorp dealership across the country at an introductory price of INR 1,72,900/- (ex-showroom Delhi). The motorcycle can be booked online from today onwards by visiting www.heromotocorp.com or calling on 7046210210 with a booking amount of INR 3,000/-.

Thanks to the enriched ergonomics, sporty agility, comfort and dynamic performance, the new Karizma XMR embodies a fresh new take in the 210cc category. It offers a versatile mix of sporty character and touring abilities, thus providing a unique riding experience.

An icon with best-in-segment performance

With best-in-class performance figures, the all-new 210 cc liquid cooled DOHC 4- Valve engine of Karizma XMR delivers an output of 25.5PS @ 9250 rpm and maximum torque of 20.4 Nm @ 7250 rpm. The motorcycle accelerates from 0-60 in just 3.8 seconds. The optimized power and torque delivery curve guarantees an effortless ride whether in city or the long hauls on the highways.

The DOHC setup and the DLC coated finger cam followers help achieve a better high-end performance and improved engine durability. The new engine now has an increased oil replacement limit of 12,000 kms.

The 6-speed gearbox paired with Slip and Assist clutch system reduces skidding & rear wheel locking during quick downshifts.

Exhilarating Riding Experience with Best-In-Class Comfort

The geometry of the chassis is designed integrating 50:50 weight distribution to offer maximum stability at high speed and unparalleled precision on twisty roads. This optimization also helps in nimble and effortless ride experience even in everyday city riding. To ensure a smoother ride quality, the front suspension boasts of 37mm dia pinch bolted forks which enhances the stiffness support on the steering. The rear suspension is equipped with a 6-step pre load adjustable gas charged monoshock which further complements to improve the ride quality in all conditions.

An all new and first ever Steel tubular trellis frame in the Karizma XMR is tuned for superior handling and performance, and also contributes to vehicle aesthetics. In sync with the front and rear suspension, this chassis provides a great balance between comfort and body control and is well optimized for sporty yet comfortable ride and handling. For anyone who likes to

stay on the road for longer and travel further, the Karizma XMR offers best-in-class sport-tourer rider & pillion ergonomics with best-in-class rider legroom, ample pillion seat space which allows for both aggressive and relaxed riding stance. The lightweight aluminum alloy clip-on handlebars provide optimal and comfortable riding stance for Sports touring as well as everyday riding, along with improved structural stiffness.

Tyres made of specially developed rubber compound provides better cornering, agility, precision and stability. Lightest in segment, the 17-inch wheels set the best example for ride and handling. The front 300mm petal disc and rear 230mm petal disc brakes take care of the smooth braking. Rider safety is further enhanced with dual channel ABS which is the first for the brand.

Sporty from front to rear

The progressive styling establishes a new design language and delivers a statement of distinctive presence. Compact, yet mature and comfortable, it is the perfect companion for adventures of everyday riding. The dynamic Aero-Layered design optimized by the full fairing, intelligent dimensions as well as floating panels work together to offer agile handling, as well as deflecting the heat feeling on all the rider interfaces thus, adding comfort and convenience to the rider.

Precise edges define its aggressive character. The slim and pulled-up short rear invokes the sporty energy of this long-distance performer. Useful for high-speed cruising, the first-in-segment adjustable windshield offers extreme wind and weather protection and is easily adjustable 30mm up and down, thanks to the convenient aesthetically designed button.

Cutting-Edge Technology

The new Karizma XMR offers a Class-D LED projector headlamp with integrated LED DRLs. Available for the first time in the segment, the Auto – Illumination feature offers both convenient and an intuitive riding experience delivered by the motorcycle. Complemented by the Signature H shaped LED Tail light, backlit switchgear and the Hazard Switch, the all-LED lighting gives the Karizma XMR its unmistakable sporty-aggressive look and the visual brilliance in the crowd.

The Karizma XMR comes with an inverted display LCD speedometer that gives a clear view of your navigation and all your data. It comes with 39 different functionalities such as smart phone connectivity for incoming call/SMS alert, first-in-segment turn-by-turn navigation, vehicle battery status, range, gear position indicator and shift advisory, ambient light sensor, gear shift & low fuel indicator, trip meter etc.

More Individuality

With an extensive range of accessories, you can turn the new Karizma XMR into precisely the bike you need. Accessories such as anti-glare rear view mirror, hugger fender, mobile holder, magnetic tank bag and thigh pads add to the overall look and feel of the motorcycle and enable the customers to extract more out of their bike according to their riding needs and style.

Press Release

Enthralling colors

The exclusive colours make a clear classification of Karizma XMR in the segment. The Karizma XMR is available in three distinct color options – Iconic Yellow, Turbo Red and Matte Phantom Black.

For more information on Hero MotoCorp:



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