

**Hero Center of Innovation and Technology**  
**Jaipur (India), January 23, 2024**

## **HERO MOTOCORP UNVEILS EXCITING FUTURE ROADMAP AT HERO WORLD 2024**

### **DEBUTS IN THE UPPER-PREMIUM SEGMENT WITH MAVRICK 440 MOTORCYCLE**

- **STRENGTHENS 125cc SEGMENT WITH THE LAUNCH OF THE NEW XTREME 125R**
- **AUGMENTS 'XOOM' SCOOTER PORTFOLIO WITH - XOOM 125 AND XOOM 160**
- **PAVES WAY FOR E-MOBILITY WITH VIDA COUPE AND SETS NEW STANDARDS FOR SUSTAINABILITY WITH THE SHOWCASE OF FLEX-FUEL TECHNOLOGY**

*"The year 2024 is indeed very special as we celebrate the 40<sup>th</sup> anniversary of Hero. Today we stand as a beacon of Indian ingenuity and enterprise, contributing significantly to the resurgence of our nation's manufacturing capabilities, engineering, innovation and technology prowess. The year 2024 also holds special significance as we celebrate and commemorate the centennial year of our Founder & Chairman Emeritus, my beloved father and our Hero Forever, Dr. Brijmohan Lall Munjal. His towering personality remains unparalleled, continuing to inspire me and all of us through his enduring legacy and steadfast value system.*

*The global footprint of Hero MotoCorp today extends to nearly 50 countries across multiple continents, where Hero is not just a brand, but a shining example of a confident Bharat - mirroring the mood & vision of the nation - upbeat, dynamic, self-reliant and ambitious, championed by our honorable Prime Minister - Shri Narendra Bhai ji Modi."*

**Dr. Pawan Munjal**  
**Executive Chairman - Hero MotoCorp**

Unveiling the next frontier in the Future of Mobility, **Hero MotoCorp**, the world's largest manufacturer of scooters and motorcycles, today unveiled the highly anticipated second edition of Hero World at the state-of-the-art R&D hub of Hero, the Centre for Innovation and Technology (CIT) in the northern Indian city of Jaipur, India.

Taking the center stage were the latest production-ready vehicles in ICE segment, customer-centric solutions, technological innovations, with the focus placed firmly on electrification and sustainability. The one-of-a-kind event served as a platform for the iconic brand to unveil its ambitious future roadmap.

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Marking a significant milestone in the company's 40 years of illustrious history, Hero MotoCorp proudly announced its foray in the mid-weight category with the much-anticipated **Mavrick 440 motorcycle**. With a rich legacy of delivering reliable and efficient motorcycles and scooters, the company is set to redefine the dynamics of the 400cc segment. With the Mavrick 440, a new technology flagship is blazing a trail for innovations, a perfect blend of dynamic design, and the signature reliability that Hero MotoCorp is renowned for.

The ever-popular 125cc segment of Hero MotoCorp has been further invigorated with the launch of its newest offering, **Hero Xtreme 125R**. Combining the agility and versatility of an Xtreme model, crisply drawn lines, powerfully sculpted surfaces and dynamic proportions gives Xtreme 125R an athletic, commanding and imposing appearance. The new Xtreme 125R is available at Hero MotoCorp dealerships in two variants, priced at Rs. 95,000 for IBS and Rs. 99,500 for ABS\*. (Ex-Showroom Delhi)

**Mr. Niranjana Gupta, Chief Executive Officer (CEO) – Hero MotoCorp**, said, *"The Hero World 2024 is an incredible platform to unveil our future roadmap. Hero World is not just about showcasing cutting-edge vehicles; it's about introducing a spectrum of advanced solutions that cater to the diverse needs of our customers. From premium motorcycles that redefine elegance to mass mobility solutions that address the pulse of a nation, our commitment to inclusivity is unwavering. The future of mobility, for us, is a tapestry woven with threads of electrification and sustainability. Our approach to sustainability is ingrained in our vision to be the Future of Mobility. Let's 'Ride into Tomorrow' together, where the roads we traverse are not just paths; they're narratives of progress, innovation, and a commitment to a brighter, sustainable future."*

In keeping with the Government of India's Flex Fuel Initiative and reiterating its focus on ushering in a new era of sustainable and clean mobility solutions, Hero MotoCorp, showcased its first three prototypes of Flex-Fuel Motorcycles – the ethanol-based **Hero HF Deluxe, Splendor+** and **Glamour**. Within a short span of launching its first electric vehicle, VIDA V1, the Company has now announced its FFV concept thus, highlighting the strategic roadmap of Hero MotoCorp towards introducing sustainable mobility solutions across diverse mediums of electric, and alternate fuels.

Under the umbrella of emerging and green mobility, Hero MotoCorp presented three groundbreaking concepts for a versatile and sustainable mobility mix at the Hero World 2024. Hero MotoCorp revealed **Vida V1 Coupe** that offers a seamless blend of practicality and personal expression and two EV concepts – the **Lynx** and **Acro**. Both these products developed at the company's European R&D hub – the Tech Center Germany, near Munich takes design, operation, efficiency and sustainability into a whole new dimension.

As a part of its ongoing product offensive, Hero MotoCorp also exhibited production-ready vehicles and trailblazing concepts previously unveiled at EICMA 2023 that will revolutionize urban mobility in tomorrow's world. The company showcased two new ICE scooters – **the Xoom 125** and **the Xoom 160** at the event. Building a comprehensive portfolio of high-capacity premium motorcycles, it also showcased the – **Concept 2.5R XTunt**– which is a new category for the company.

## **Mavrick 440**

### **Design**

Introducing the Mavrick 440, it is a style icon in its own right. Instantly recognizable from afar thanks to its authentic look with a distinctive bold and assertive design. This motorcycle strikes a balance between unmistakable roadster aesthetics and robust styling, presenting a commanding road presence and a youthful appeal. Up close, you recognize iconic details such as Muscular fuel tank, Metal styling body parts, interactive telematics instruments, and wide handlebars. Your ride is accompanied by the distinctive and characterful sound from the exhaust system. Illuminating the road before you, the motorcycle features Round LED projector headlights, daytime running lights, and an 'intelligent automatic headlight' for style and safety.

### **Power and Performance**

The powerful Mavrick 440 is fitted with an Air cooled with oil cooler 2V single-cylinder 440cc 'TorqX' engine with electronic fuel injection. This long-stroke engine delivers 27 bhp @ 6000 rpm and a torque of 36 Nm @ 4000 rpm. Specifically designed for high low-end torque, over 90% of the peak torque is accessible from just 2000 rpm, providing a smooth and stress-free ride for city commuting and highway journeys.

Performance-wise, the Mavrick 440 features a 6-speed transmission with a slip-and-assist clutch, The specially crafted 0° steel radial pattern tyres ensure support during extreme lean angles.

### **Comfort without Compromise**

Crafted with comfort in mind, the Mavrick 440 features roadster ergonomics with an upright riding position, a spacious seat, ample legroom, and optimized grab-rails, making the journey comfortable for both rider and passenger. Wide handlebars provide a comfortable grip, enhancing control and manoeuvrability. Additionally, the ergonomically sculpted rider seat, featuring plush 60mm foam, ensures a comfortable experience that combines powerful performance along with timeless style.

Equipped with powerful 17-inch wheels at the front and rear with a ground clearance of 175mm, the Mavrick 440 excels in road-hugging capabilities, ensuring an engaging and secure ride, especially in urban settings. Wide tires, a trellis frame, and 43mm dia Telescopic Front Forks contribute to stability, with preloaded 7-step twin shocks for a controlled and smooth ride. The high-performance brake system ensures efficient deceleration and short braking distances.

### **Interactive Telematics Features**

The Digital Speedometer with Negative Display opens up new worlds for you, not only in terms of readability, menu navigation and operating concept. Its offers Smart Phone Feature (Phone Battery Status, Miss call Alert, Bluetooth Message Alert), Incoming Call Alert, Turn-by-Turn Navigation, Low Fuel Indicator, RTMi Display, Distance to Empty etc.

For riders seeking an intelligent and connected experience, the Mavrick 440 sets a new standard with its cutting-edge eSIM-based connectivity. This feature enables real-time information, remote tracking, and access to over 35 functions through Connected 2.0 technology. The eSIM functionality ensures seamless connectivity, making the riding experience not just powerful but also intelligently connected.

### **Hero XTREME 125R**

The XTREME 125R perfectly captures the aspirational needs in mobility of the gen-next customers. It's here to "Challenge the Extreme", a LEAP AHEAD in terms of performance, styling, riding dynamics and safety.

**LEAP AHEAD IN PERFORMANCE:** The XTREME 125R features an all new 125cc *SPRINT engine (Smooth Power Response and Instant Torque) with EBT (Engine Balancer Technology)*. The balancer shaft along with silent cam chain ensures high refinement levels. The bike has a power output of 11.4 bhp with acceleration of 0-60 kmph in 5.9 seconds. With high power & Torque, XTREME 125R does not compromise on fuel efficiency and has an exceptional mileage of 66 kmpl. The bike also has Hero's proprietary i3S idle stop start system to further enhance fuel efficiency.

**LEAP AHEAD IN STYLING:** For gen-next customers owning a bike is an extension of their identity. XTREME 125R comes with a unique breakthrough style with a muscular, chiseled and sporty look. The bike comes with an all LED set up which has **First-in-Segment** Projector LED headlamp, LED Winkers and Signature LED tail lamp. The bike also has a sporty compact muffler which is powered with a Hero Signature Beat. The **First-in-segment** wheel cover adds to the overall sporty quotient. The bike features a negative LCD instrument cluster with Gear Position Indicator and Bluetooth connectivity for call and SMS alerts.

**LEAP AHEAD IN RIDE DYNAMICS:** XTREME 125R uses a lightweight, heavy duty diamond type frame which is tuned for superior handling performance. XTREME 125R comes with **Widest-in-its-class** 120/80 section rear tyre ensuring superior cornering stability. The **Thickest-in-segment** 37 mm dia front suspension provides precision response. The 7 Step adjustable **Monoshock** is tuned for comfort in all conditions.

Further the front and rear suspensions are specifically developed for this bike in collaboration with **Showa**. The riding stance along with the wide and flat handlebar offers a sporty yet a comfortable riding experience for daily commutes.

**LEAP AHEAD IN SAFETY:** Apart from having cutting-edge features, XTREME 125R also delivers on Safety with a **First-in-segment** Single channel ABS with 276 mm dia front disc brake, XTREME 125R is tuned for braking stability on all surfaces adding an extra layer of protection for the rider. The bike also comes with a Hazard Lamp which increases the safety of the rider and bike multifold in adverse weather conditions.

The New Xtreme 125R offers a range of vibrant colour options to suit your style. Opt for the firestorm Red, make a stylish statement with Cobalt Blue, or choose the Stallion Black for a

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timeless look. Personalize your ride to match your individual style with these dynamic color choices.

Keeping with its vision to be the Future of Mobility, at Hero World 2024, the Company also showcased its world's first-class convertible vehicle- "**Surge S32**". The innovative product has 40 patents to its name, has the seamless technology fluidly transitions between a two-wheeler and a three-wheeler in mere seconds. The product, conceptualized and built in India, aesthetically also redefines the perception of three- wheelers.

**Freedo**, an online two-wheeler rental platform with 1.5L downloads is available on iOS and Android, offers a wide range of product across 10+ cities and is the largest rental player in Delhi-NCR region with plans to grow nationally.

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