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HERO MOTOCORP COMMENCES DELIVERIES OF HARLEY-DAVIDSON'S NEW MOTORCYCLE NIGHTSTER™ TO CUSTOMERS IN INDIA

THE FIRST NIGHTSTER™ IN THE COUNTRY GOES TO WINNER OF 'THE WORLD'S BEST JOB' - A PART OF COMPANY'S INNOVATIVE RECRUITMENT DRIVE

Taking yet another significant step forward in their journey together in India, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, and **Harley-Davidson**, the most desirable motorcycle brand in the world, announced the commencement of retail sales of the highly anticipated Nightster™ motorcycle in India. Hero MotoCorp is the exclusive distributor for Harley-Davidson Motorcycles, Parts & Accessories in India.

The Harley-Davidson® Nightster™ motorcycle is the next chapter in the Harley-Davidson Sportster™ legacy – a leap forward in performance and design built on a foundation laid 65 years ago. Available as a Completely Built-up Units (CBU), Nightster™ can be booked at all Harley-Davidson dealerships in India from today onwards at a starting price of **INR. 14,99,000/-** (Ex-Showroom Delhi).

Sajeev Rajasekharan, Managing Director – Asia Emerging Markets & India at Harley-Davidson said, *"Nightster™ is built for nimble performance and distinctive style based on a legacy laid 65 years ago and we are pleased to share this new chapter in the Sportster® legacy with our customers in India. We have already witnessed a phenomenal response to the Sportster™ S in India, and we are confident that this new best in class offering will resonate well with our customers."*

The 2022 Harley-Davidson® Nightster™ model marks an evolution of the classic Harley-Davidson® Sportster®, optimized for extraordinary performance and style while maintaining a Sportster model silhouette. With the on-demand performance of the new Revolution® Max 975T powertrain and a host of contemporary electronic rider aids and features, the 2022 Nightster model delivers a ride that is powerful, comfortable, and stylish.

To mark the launch of Harley-Davidson® Nightster™ motorcycle in India, Hero MotoCorp executed a unique and exciting nationwide social media campaign – ‘The World’s Best Job’ to identify a candidate for the brand manager position in the Harley-Davidson Business Unit at Hero MotoCorp.

Dr. Aneeka Arora, a 23-year-old Dentist, from Rohtak, Haryana was announced as the successful candidate for the ‘The World’s Best Job’. The Brand Manager position comes with attractive benefits of riding to Himalayas each year on the Pan America™ 1250, participation in big 5 H.O.G.™ Rallies, a crash course at Harley-Davidson University, full Harley-Davidson riding gear and most excitingly, riding to work on India's first Harley-Davidson® Nightster™ motorcycle.

Speaking about the campaign, **Ravi Avalur, Head, Harley-Davidson Business Unit at Hero MotoCorp** said, *“It was exciting to see the large number of applications pour into our inbox. The pool of candidates was incredibly diverse, with both men and women from a wide range of professions, including actors, retired defense officers, bike customization specialists, workshop owners, medical professionals and employees from large corporations applying for the coveted job, with each one bringing something unique to the table.*

“Finally, I am pleased that the perfect candidate has been chosen and we welcome Dr. Aneeka Arora to our Harley-Davidson Business Unit and Hero family. With her passion for motorcycles and immense energy, I am confident Aneeka will succeed in this role.”

The “World's Best Job” campaign attracted an unprecedented level of nation-wide attention and saw more than 1000 applications submitted for this role. The riding and technical skills of the applicants were tested by India’s leading automotive experts whereas business and marketing acumen was evaluated by a jury comprising senior officials from Hero MotoCorp.

After multiple rounds, top 13 candidates were invited to Hero’s Global Centre for Innovation and Technology (CIT), located in Jaipur in the northern Indian state of Rajasthan. The top five talented and passionate candidates were then interviewed by Mike Clarke – Chief Operating Officer and Chief Human Resource Officer, Hero MotoCorp and Ravi Avalur.

A Fresh Model Based on Classic Form

Nightster™ pairs a nimble, lightweight chassis™ with a powerful engine tuned for strong mid-range performance, an ideal combination for navigating urban traffic and charging along curving backroads. At the heart of the 2022 Nightster™ model is the new Revolution® Max 975T powertrain. It is a liquid-cooled, 60-degree V-Twin with a torque curve that stays flat through the broad powerband – and engine performance designed to deliver strong acceleration and robust power through the mid-range.

Nightster™ is equipped with Rider Safety Enhancements* by Harley-Davidson, a collection of technologies designed to match motorcycle performance to available traction during acceleration, deceleration, and braking. All-new from the wheels up with a look that is lean,

low, and powerful, Nightster™ conveys classic Sportster® model styling cues, most obviously in the exposed rear shock absorbers and the shape of an airbox cover that evokes the iconic Sportster® walnut fuel tank. For 2022 the Nightster™ model is offered in Vivid Black, with pricing starting from INR. 14.99 lacs, Gunship Grey and Redline Red, with pricing starting from INR. 15.13 lacs.

(For more details on Nightster™ please click [here](#))

For hi-res images of Nightster™ motorcycles, please visit this [link](#). Please credit Harley-Davidson for the use of these images.

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.

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 20 consecutive years. The Company has sold over 100 million motorcycles and scooters in cumulative sales since its inception. Hero MotoCorp currently sells its products in more than 43 countries across Asia, Africa, Middle East, and Latin America. Hero MotoCorp has eight state-of-the-art manufacturing facilities, including six in India, and one each in Colombia and Bangladesh. It has two world-class, state-of-the-art R&D facilities — the Centre of Innovation and Technology (CIT) in India and Tech Centre Germany (TCG) near Munich. Hero MotoCorp is the exclusive distributor of Harley-Davidson in India. Hero MotoCorp is one of the largest corporate promoters of multiple disciplines of sports, including, Golf, Football, Field Hockey, Cricket and Motorsports. Fifteen-time Major winner Tiger Woods is Hero's Global Corporate Partner. Hero MotoCorp is also the exclusive distributor for Harley-Davidson Motorcycles, Parts & Accessories in India.

For more information:

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