

New Delhi, February 12, 2020

HERO MOTOCORP FORAYS INTO CONNECTED MOBILITY WITH 'HERO CONNECT'

TO BRING ADDED SAFETY, SECURITY & DRIVING INSIGHTS FOR CUSTOMERS

Reiterating its commitment to customer centric technology, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has introduced '**Hero Connect**', a cloud-based solution bringing smart riding experience for customers.

Hero Connect, the new-age app for the new era of connected mobility, will be offered across segments with initial readiness in four models, including XPulse 200, Pleasure+, Passion XPRO and HF Deluxe.

Offering security and safety through features like Live Tracking, Topple Alerts, Tow Away Alert, Geo Fence Alert, Speed Alert, etc; Hero Connect ensures safety when on the move or while parked. Driving insights based on the riders' behavioural patterns is another core feature of this technology, thus helping in accessing logs and trip analysis for an enhanced and safe riding experience.

Launched at an introductory price of Rs 4,999/-* (inclusive of taxes), Hero Connect is available at select dealerships in Noida, Delhi and Pune, with a one-year subscription. The technology will be made available across more models and expanded to other cities in a phased manner.

**Introductory offer, Limited stock.*

Malo Le Masson, Head of Global Product Planning, Hero MotoCorp, said, "Following the XPulse 200, the first motorcycle to offer connectivity through mobile phone to riders, Hero Connect offers the next level of connectivity. With this new cloud-enabled service we aim to enhance the riding experience of our customers, at the same time making their overall experience safer and smarter.

Hero Connect uses the Telematics Hardware with a built-in SIM that is securely fitted in the Vehicle. It uses the cellular network to provide a gateway for communication between the application and device. While the cloud will store the data, the App will receive the information from the cloud and display it on the mobile. Wherever you are and wherever your two-wheeler is, you are always connected.

Key Features

Added Security

Hero Connect empowers the rider with added security benefits for the vehicle. Designed to relay real-time information, the app will track the current location of the vehicle, along with its speed and accurate drive path. It will also detect unauthorized movement

Press Release

and send tow away alert as well as Geo-Fence alerts if the vehicle crosses the preconfigured circular area set by the user.

Propagating Rider Safety

Hero Connect is enabled with an Alert Mechanism, which sends a notification and SMS to the user and emergency contacts in case of vehicle topple or accident, ensuring quick action during rider distress.

Driving Insights

Hero Connect also features access to a detailed log of the trip and reports the analysis based on riding and behavioral patterns of the rider. The app scores the rider and gives feedback, using parameters such as hard acceleration, hard brakes, speeding and idling. Users will be able to review all the past trips, up to past six months, with details such as starting point and end location, total distance, total time taken, routes driven and speed alerts, if the two-wheeler crosses the user-defined speed limit.

For more information:

www.heromotocorp.com | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

Press Contact:

corporate.communication@heromotocorp.com

Weber Shandwick – India

Mansi Molasi +91 9650215869 mmolasi@webershandwick.com