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HERO MOTOCORP & HARLEY-DAVIDSON CO-DEVELOPED PREMIUM MOTORCYCLE 'HARLEY-DAVIDSON X440' DEBUTS IN INDIA

- **COMMANDING ROAD-PRESENCE, FRESH LOOKS, AMERICAN STYLING WITH UNMISTAKABLE SIGNATURE ELEMENTS FROM HARLEY-DAVIDSON**
- **THE UNIQUELY-ENGINEERED MODEL WHICH BOASTS OF BEST-IN-CLASS POWER, TORQUE, AND PERFORMANCE IS AVAILABLE FROM INR 2,29,000/-**

Taking a significant step forward in their journey together, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, and iconic American motorcycle-maker **Harley-Davidson** launched their co-developed premium motorcycle – the **Harley-Davidson X440** in India. The Harley-Davidson X440 becomes the first premium motorcycle to be introduced under the licensing agreement between the two brands.

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) today by 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.

Dr. Pawan Munjal, Executive Chairman, Hero MotoCorp, said, *"The launch of the Harley-Davidson X440 is a significant milestone in our premium journey and lays a strong foundation for our future growth. The motorcycle brings the best of the iconic Harley-Davidson's signature elements with the manufacturing expertise and trusted quality of Hero. Together, we aim to create a unique value proposition for customers in the Indian market and target a wider range of motorcycle enthusiasts."*

"Today's launch of the Harley-Davidson X440 marks the start of a new chapter in India for Harley-Davidson - we're excited to launch our first development as part of our partnership with Hero MotoCorp", said Jochen Zeitz, Chairman, President and CEO, Harley-Davidson.

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 up a whole new world of inspiring riding experience.

The much-awaited motorcycle of the year will be available in **three variants – Denim, Vivid and S** at Harley-Davidson dealer network across the country at an attractive price point of INR 2,29,000/- (Denim), INR 2,49,000/- (Vivid) and INR 2,69,000 (S) respectively.

A Revolution with class-leading performance

The Harley-Davidson X440 is a true performer, delivering best-in-class value and performance. At the heart of the Harley-Davidson X440 is the all-new 440cc oil-cooled, long-stroke BSVI (OBD II) and E20 compliant engine, a first for Hero MotoCorp. The engine punches a best-in-class power output of 27 bhp as well as the best-in-class maximum torque of 38 NM. The motorcycle offers extremely flat torque curve, generating ~90% of its peak torque from as low as 2000rpm.

The engine comes with an assist and slipper clutch to offer precise control and instills confidence in the rider. Engine refinement ensures rider comfort during long rides. The 6-speed transmission with optimized gearing allows for highway cruising and relaxed city commuting.

Agile and Effortless Handling

The Harley-Davidson X440 offers comfortable rider ergonomics with distinctive H-D character. The chassis geometry ensures a relaxed, planted and confidence-inspiring riding experience. Paired with a powerful engine, the motorcycle delivers in both urban environments and highway touring.

The Harley-Davidson X440's wide and flat handlebar puts the rider in a commanding position on the bike. The seat profile ensures comfort during long rides and brings good support under acceleration. The motorcycle offers great pillion comfort with a flat-seat profile with adequate roominess and legroom combined with pillion grab-rails for a comfortable holding position.

The motorcycle delivers class-leading braking performance with excellent levels of brake power, modulation, and feel with its 320 mm front disc and 240 mm rear disc brakes. The Dual Channel ABS ensures braking stability and precise deceleration in varied surfaces.

A combination of 18" front and 17" rear wheels, the lightest in segment, provides a commanding stance. The wide tyres (100/90 front and 140/70 rear) present a perfect balance between aesthetics and performance. The unique Zig-Zag center groove design provides effective water channeling. Designed for modern classic motorcycles, the tyres offer performance and feedback on both dry and wet surfaces and come with a shoulder profile that offers enhanced cornering grip.

Stand-out Styling

With a differentiated styling that is modern and international, the Harley-Davidson X440 lets the rider exhibit authority and command with its muscular feel and proportions. The all-metal front fender, rear fender, fuel tank, and side covers emphasizes the bold character of the motorcycle. The Harley-Davidson X440 carries unmistakable Harley-Davidson styling elements like the tank design and the uncompromising signature Harley-Davidson exhaust note. The motorcycle comes with a first-in-segment seamless fuel tank for enhanced aesthetics.

Retaining the premium genes of the brand, the Harley-Davidson X440 comes with an advance lighting package to offer better road visibility and low power consumption.

- **Head Lamp:** classic retro shape Class-D headlamp comes with integrated signature DRLs, first-in-segment LED projector and reflector technology with high intensity light, and sensor operated automatic headlamp.
- **Tail Lamp:** classic retro shape design with full LED tail lamp design with diffuse lighting technology offering uniform illumination
- **Turn Signals:** classic retro shape design of LED turn signals with collimator technology for consistent ring illumination

Accessories like a comfortable touring seat, back rest, bar end mirrors, bash plate, fog lamps, windscreen, saddle bags add to the character of the motorcycle and enable the owner to customize the bike.

Convenience Quotient

The 3.5" speedometer carries classic design language with a TFT digital display. The screen comes with two display modes - Day and Night in addition to the 'Connect 2.0' feature (available on S variant) which enriches the riding experience with more than 25 notifications on the display as well as the mobile application.

- **Safety:** ignition alert, panic alert, crash alert, topple alert and low fuel Alert
- **Security:** theft alert, battery removal alert, geofence alert and remote immobilization
- **Vehicle Health:** vehicle diagnostics, malfunction alert, service booking and history
- **Driving Report:** driving alerts – over-speeding, trip analysis driving score
- **Bluetooth-enabled:** turn-by-turn navigation, call alerts, and find my vehicle
- **Generic and Convenience:** fuel indicator, roadside assistance, dealer location etc.

Colour Scheme

The Denim edition comes in a Mustard paint colour option with spoke wheels whereas the Vivid edition offers two striking dual tone schemes of Metallic Thick Red and Metallic Dark Silver and comes with alloy wheels. The S variant gets a Denim Black color tone with 3D branding and premium finishes, plus machined alloy wheels, Gold engine and body parts, machined engine fins and the 'Connect 2.0' package.

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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.

For more information on Harley-Davidson in India:

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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 22 consecutive years. The Company has sold over 110 million motorcycles and scooters in cumulative sales since inception. Hero MotoCorp currently sells its products in more than 47 countries across Asia, Africa, Middle East, and South and Central America. Hero MotoCorp has eight state-of-the-art manufacturing facilities, including six in India, and one each in Colombia and Bangladesh. Hero MotoCorp has two world-class, state-of-the-art R&D facilities — the Centre of Innovation and Technology (CIT) in the northern Indian state of Rajasthan, and Hero Tech Centre Germany GmbH. Hero MotoCorp is one of the largest corporate promoters of multiple disciplines of sports, including, Field Hockey, Football, Motorsports, Cricket and Golf.

For more information on Hero MotoCorp:



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