



HERO MOTOCORP AUGMENTS PREMIUM SEGMENT PORTFOLIO WITH THE LAUNCH OF 'XTREME SPORTS'

**'XTREME SPORTS' COMES WITH POWERFUL ENGINE AND STREET FIGHTER
STYLING; ATTRACTIVELY PRICED AT RS 72,725 (EX-SHOWROOM DELHI)**

New Delhi, June 30, 2015: Keeping up its aggressive new products initiative, **Hero MotoCorp Ltd. (HMCL)**, the world's largest two-wheeler manufacturer, today introduced **'Xtreme Sports'** - the new sportier and more powerful version of its popular 150-cc motorcycle Xtreme.

This is the second product launch from Hero MotoCorp in quick succession in the month of June, having earlier rolled out the new Passion Pro across markets in the country.

The 'Faster than Ever' new Xtreme Sports offers not only a sporty ride quality but also one of the best power output in its class. The powerful engine paired with aggressive street fighter styling is set to appeal to the biking enthusiasts of today, while its abundant aesthetic enhancements give it a distinct look on the road.

The market launch of 'Xtreme Sports', which was first showcased at the Auto Expo 2014 in Delhi, further augments Hero's product range in the premium segment.

Engine

The 'Xtreme Sports' is powered by a 149.2cc air-cooled, 4-stroke single cylinder engine, producing a maximum power output of 15.6 BHP @8500 rpm and maximum torque of 13.5 Nm @ 7000 rpm. The new Xtreme Sports reaches from 0-60 km/h in a mere 4.7seconds.

Stylish and Feature rich

Increasing the style quotient of the sporty 'Xtreme Sports' are a host of new external features, such as the front cowl with aerodynamic visor, new wolf-eye headlamp with aggressive Twin LED Pilot Lamps and winkers. The split step-up seat enhances both looks and riding comfort while the stylish exhaust with the trendy muffler cover adds to the sportiness and enhances heat shielding. The unique LED tail lamp in tandem with a trendy split grab rail makes the bike even more attractive from the rear.

The bike is available in five body colors – Panther Black, Fiery Red, Mercuric Silver and the new Black-Red and Pyro Orange colors.

Safety and Convenience

Along with riding pleasure the Xtreme Sports also comes with adequate safety and convenience elements. While Tubeless Tires enhance safety of the rider and pillion, the wider rear tyre improves performance and provides better road grip. The new Digi-analog console with side stand indicator improves instrument cluster visibility. The 240 mm front and 220 mm rear disc brakes ensure there is enough stopping power for emergency braking.

Hero MotoCorp is set to roll out a multi-media communication campaign for Xtreme Sports. Based on Xtreme's positioning – 'Live off the edge', the exciting campaign will feature Hero's brand ambassador and reigning heartthrob of Hindi cinema Ranbir Kapoor. The campaign will premier on television and then be taken on other platforms including print and social media.

The Xtreme Sports is available at all Hero dealerships across the country. It is attractively priced at Rs. 72,725/- (ex-showroom Delhi), Rs. 73,194/- (ex-showroom Mumbai), Rs. 71,515/- (ex-showroom Chennai) Rs. 73,902/- (ex-showroom Kolkata) and Rs. 71,729/- (ex-showroom Bangalore).

For more information, please visit:

www.heromotocorp.com

FB: /HeroMotoCorpIndia

Twitter: @HeroMotoCorp

Press Contact:

corporate.communication@heromotocorp.com

Weber Shandwick - India

Mansi Molasi +91 9650215869

mmolasi@webershandwick.com