



## **HERO MOTOCORP AUGMENTS LEADERSHIP WITH AGGRESSIVE NEW PRODUCT LAUNCHES**

### **BRINGS SPLENDOR PRO TO THE MARKET IN NEW YOUTHFUL DESIGN & EXCITING STYLING**

### **CUMULATIVE SPLENDOR SALES CROSS 25 MILLION UNITS**

- **BRINGS SELF-START FEATURE ON SPLENDOR+**
- **TWO MORE COLOURS IN SPLENDOR I-SMART**
- **NEW SPLENDOR PRO MOTORCYCLE & MAESTRO EDGE SCOOTER TO  
GO ON SALE FROM TUESDAY, OCTOBER 13<sup>TH</sup>**
- **NEW SPLENDOR PRO ATTRACTIVELY PRICED AT RS 46,850/- (EX-  
SHOWROOM DELHI)**

**New Delhi, October 12, 2015:** Consolidating its market leadership, Hero MotoCorp Ltd, the world's largest two-wheeler manufacturer, today continued with its aggressive new product launches ahead of the festive season, with the introduction of the new Splendor PRO.

Close on the heels of two new scooters, the company has launched the **New Splendor PRO**, the flagship bike of the iconic Splendor franchise, with youthful new design and bold styling.

Attractively priced at **Rs 46,850/- ex-showroom Delhi**, the new Splendor PRO will go on sale at dealerships across the country, from tomorrow, the first day of the auspicious Navratra, which marks the beginning of the festive season.

Priced at **Rs 49,500/- (ex-showroom Delhi)**, the retail sales of Hero's new scooter **Maestro Edge**, the first of the products developed on Hero's own in-house technology will also commence from tomorrow.

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### **Splendor+ with Self-Start & Two New Colours in Splendor iSmart**

Adding to the festive cheer for customers, Hero MotoCorp has also introduced a variant of the highly successful **Splendor+**, which now comes with a 'Self-Start' feature, thus adding to the convenience and comfort of riding a Splendor.

The value additions continue to the game changing Splendor iSmart that is now available in two brand new colors – **Black Boon Silver & Black Sports Red** – in addition to the existing colours of Sports Red, Leaf Green, Excellent Blue & Heavy Grey.

### **Splendor crossed 25 million in cumulative sales**

Splendor has also crossed yet another milestone by surpassing **25 million (2.5 crore) units mark in cumulative sales since its launch in 1994**. Over the years, the bike has been regularly upgraded to meet customers' evolving preferences. Currently the Splendor family has a range of five variants - suited to varied customer needs – the Splendor PRO, Splendor+, Splendor iSmart, Splendor PRO Classic and Super Splendor.

### **New Splendor PRO**

#### **Performance**

The Splendor PRO comes with a trusted and reliable air-cooled 4 Stroke Single Cylinder APDV engine. The engine delivers maximum power of 8.36 Ps @ 8000 rpm and maximum torque of 8.05 N-m @ 5000 rpm. The four speed gear-box, adjustable rear suspension and 18-inch wheels provide a smooth and comfortable ride, true to the bike's character.

#### **Features – Style, Safety and Convenience**

The bike features a Sporty Windshield Visor with powerful headlamps and Clear Lens Winkers, and a new Tri-set Cockpit meter Console with side stand indicator. The new design elements continue to the body of the vehicle with Muscular Bolder new fuel tank and new generation graphics, giving the bike a youthful and bold appeal.

The stylish design elements of Chrome plated Utility Box and Muffler cover, give the side profile of the bike a new and premium feel. The bike has an aerodynamic silhouette which enhances riding pleasure. Body colored Mirrors, Sporty Tail lamps, wider seat and broad grab rail are some other features that give the Splendor PRO a refreshing and attractive new look.

The bike is available in **eight colors – Black Purple, Heavy Grey, Cloud Silver, Candy Blazing Red, Palace Maroon, Black Monotone and two new colors – Shield Gold and Black Red**. The bike is available in four variants to provide customers more options to choose from.

Reiterating the legendary reliability of Hero and Splendor, the new Splendor PRO also comes with the unique 5 year warranty.

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*For more information, please visit:*

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