



HERO MOTOCORP VROOMS INTO FESTIVE SEASON WITH 6-LAKH PLUS SALES IN SEPTEMBER

SELLS 606,744 UNITS OF TWO-WHEELERS IN SEPTEMBER

**BRINGS FESTIVE CHEER WITH TWO ALL-NEW PRODUCTS 'HERO
MAESTRO EDGE' & 'HERO DUET'**

New Delhi, October 1, 2015: Hero MotoCorp Ltd. (HMCL), the world's largest two-wheeler manufacturer, has yet again crossed 6-lakh two-wheeler sales in a month.

In an affirmation of the popular preference for its range of products even in a sluggish market, the company sold **606,744** two-wheelers in September 2015.

HMCL is the only Indian two-wheeler manufacturer to ever exceed the landmark of 6-lakh plus monthly sales. The company has crossed this milestone on three previous occasions - September 2014 (604,052), May 2014 (602,481) and October 2013 (625,420).

Hero MotoCorp has consolidated its share in the domestic motorcycle market to 52% and in the 125cc segment to close to 50%.

It has been an action-packed month of September for Hero. The first global manufacturing facility of Hero MotoCorp, at Villa Rica in Colombia, went on stream in early September.

Earlier this week, Hero unveiled two new scooters – **Hero Duet** and **Hero Maestro Edge** – the first of its products on new platforms developed through its in-house technology.

The all-new 110cc Maestro Edge is a premium product making a bold statement with its dynamic design and features. The scooter comes with unique features, such as Key with E-Code, Mobile Charging Port, Remote Seat Opening, Remote fuel-lid opening, Pass Switch and Twin Parking Lamps. Digital Analogue Meter Console, External Fuel Filling, European Switches, Titanium Muffler Cover & Protector further add to the style quotient.

This scooter made its global debut recently in Colombia (named Dash for that market), during the inauguration of Hero's first overseas manufacturing facility.

The attractive 110cc Duet comes with a metal body, making it sturdy and durable. Designed for a wide spectrum of customers, its array of features, such as, Under-Seat Mobile Charging Port, Remote Seat Opening, Remote Fuel-lid Opening, Pass Switch etc, provides the rider with convenience like never before for a great riding experience.

Both scooters feature multiple safety and convenience features including the side stand indicator, front luggage box, boot light and throttle position sensor (TPS).

The Maestro Edge will be launched across markets by Mid-October with a starting price of Rs. 49,500 (Ex-showroom Delhi) for the LX version and Rs. 50,700 (Ex-showroom Delhi) for the VX version. The market launch of the Duet will follow thereafter.

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