

April 28, 2021

Asst. Vice President, Listing Deptt.  
**National Stock Exchange of India Ltd.**  
Exchange Plaza, Plot C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E),  
MUMBAI - 400 051  
Scrip Code: HEROMOTOCO

The Secretary,  
**BSE Limited**  
25<sup>th</sup> Floor,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI - 400 001  
Scrip Code: 500182

**Sub: Press Release**

Dear Sirs,

Please find enclosed herewith a copy of the Press Release being issued by the Company.

Kindly place the same on your records.

Thanking you,

**For Hero MotoCorp Ltd.**



**(Neerja Sharma)**  
**Company Secretary & Chief Compliance Officer**

Encl.: As above



New Delhi, April 28, 2021

## **PRICES OF THE HARLEY-DAVIDSON MODEL YEAR 2021 MOTORCYCLES IN INDIA ANNOUNCED**

### **MUCH ANTICIPATED PAN AMERICA 1250 STARTING AT RS 16,90,000/-**

Continuing on their journey together, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters and Harley-Davidson, the legendary motorcycle manufacturer today announced the H-D 2021 Model Year Pricing.

Commenting on the commencement of bookings, Ravi Avalur – Head - Premium Segment Business Unit, Hero MotoCorp, said, *"We are excited to open the bookings for the 2021 range of Harley-Davidson motorcycles in India. The line-up is now strengthened with the introduction of the Pan America Adventure Tourer. The 2021 model range appeals to a broader consumer segment and will ensure Harley-Davidson's leadership in the leisure motorcycling segment."*

**Built to Endure, Designed to Explore, and Engineered for Adventure, the Pan America 1250 Adventure Touring motorcycle, which was globally revealed on February 22, 2021, will be available in India soon at a starting price of ₹16,90,000/-.**

The Pan America motorcycle is Harley-Davidson's explore-it-all machine for riders who see touring as detouring – on road and off. This rugged, powerful, technologically advanced multi-purpose vehicle is designed from the ground up to inspire rider confidence and fuel the spirit of adventure, wherever the road may take the rider.

*"Harley-Davidson enters 2021 focused on motorcycling as an emotional experience. The timeless pursuit of adventure and freedom on the open road is the foundation of our heritage and the vision of our future. As we enter the new riding season, fueling that desire is more important than ever."* said Theo Keetell, Vice President-Marketing, Harley-Davidson Motor Company.

Refer below the detailed price list of Model Year 2021 H-D motorcycles:

<b>MODEL NAME</b>	<b>PRICE INR (EX-SHOWROOM)</b>
IRON 883™	10,11,000
FORTY-EIGHT™	11,75,000
SOFTAIL™ STANDARD	15,25,000
STREET BOB™	15,99,000
FAT BOB™ 114	16,75,000
PAN AMERICA™ 1250	16,90,000
PAN AMERICA™ 1250 SPECIAL	19,99,000
FAT BOY™ 114	20,90,000
HERITAGE CLASSIC	21,49,000
ELECTRA GLIDE™ STANDARD	24,99,000
ROAD KING™	26,99,000
STREET GLIDE™ SPECIAL	31,99,000
ROAD GLIDE™ SPECIAL	34,99,000

Hero MotoCorp is expanding the service, parts and accessories business beyond the 12 cities currently covered by the dealers, to a pan-India level through its extensive dealer network.

With customer-centricity and commitment to globally benchmarked sales and aftersales service as their focus, Hero MotoCorp and Harley-Davidson are committed together to provide a smooth and hassle-free ownership experience to the existing and future Harley-Davidson customers in India.

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**For more information:**

[www.heromotocorp.com](http://www.heromotocorp.com) | FB: @HeroMotoCorpIndia | Twitter: @HeroMotoCorp | IG: @HeroMotoCorp

<https://www.harley-davidson.com/in/en/index.html> | FB: @harleydavidsonindia |  
Twitter: @harleyindia | IG: @harleydavidson\_india

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