



HMCL:ICK:14A:SECT:12

February 22, 2012

Fax/Speed Post/Courier

Vice President
Capital Market (Operations)
National Stock Exchange of India,
Exchange Plaza,
Bandra Kurla Complex, Bandra (East),
Mumbai - 400 051

Dear Sir,

Re: Press Release

We wish to inform you that the Company has entered into a strategic partnership with Erik Buell Racing (EBR) of USA for contemporary technology and design inputs to enable the Company to launch next-gen, high end bikes for the domestic and international markets.

The Company will also be debuting at the prestigious AMA Superbike Championship at Daytona with two teams, both on EBR 1190RS bikes, one as Team Hero and other as Amsoil Hero.

We are also enclosing herewith a copy of the press release issued in this regard.

Kindly take the same on record.

Thanking you,

Yours faithfully,
for HeroMotoCorp Ltd.

ILAM C. KAMBOJ**Sr. G.M. - Legal & Company Secretary**

Encl: as above

2/4



HERO MOTOCORP FORMS STRATEGIC PARTNERSHIP WITH ERIK BUELL RACING OF USA

- *TO GET TECHNOLOGY & DESIGN INPUTS FROM EBR*
- *"TEAM HERO" TO DEBUT AT AMA PRO RACING SUPERBIKE CHAMPIONSHIPS IN THE US ON EBR 1190RS BIKES*
- *TO BRING NEXT-GENERATION HIGH-END BIKES TO INDIA*
- *TO FURTHER AUGMENT R&D CAPABILITIES THROUGH MULTIPLE ALLIANCES*

New Delhi, February 22, 2012: In a landmark development, the world's largest two-wheeler manufacturer, **Hero MotoCorp Ltd. (HMCL)**, today announced forging a strategic partnership with **Erik Buell Racing (EBR)** of the US, encompassing multiple areas of collaboration.

As part of the partnership, HMCL will receive support in terms of cutting-edge technology and design to develop future models from EBR - the East Troy, Wisconsin-based firm, which specializes in designing and manufacturing powerful and high-speed motorcycles.

Announcing this here today, **Mr. Pawan Munjal, Managing Director & Chief Executive Officer, Hero MotoCorp.** said "It gives me immense pleasure to welcome Erik Buell to the exciting world of Hero MotoCorp. This is in keeping with my objective of quickly scaling up our own in-house R&D capabilities to a global two-wheeler technology power-house by leveraging a network of strategic international alliances. Erik and his team have been working closely with our engineers and designers to develop our next-generation range of products with cutting-edge technology and first-of-its-kind features.

"The Indian two-wheeler industry is set to evolve, and it is only natural that as the market leader, we are driving this change. As a part of this plan, Erik is going to play an integral role in giving shape to some of my dream two-wheelers for the discerning youth of today. So my R&D team and Erik's team together have made some definitive progress in this direction, and we will hopefully be putting a few scorchers on the roads soon."

Mr. Erik F. Buell, Chairman & CTO of EBR, said "EBR is delighted to partner with a company as iconic as Hero MotoCorp. Both HMCL and EBR share the common commitment to manufacturing world-class two-wheelers with technology of the future. I have personally been deeply impressed with and inspired by Pawan's vision. He has given us a challenging brief, and our highly-motivated team is working towards giving shape to that dream. We look

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3/4



forward to designing technology solutions which are in line with contemporary global standards and also futuristic in their appeal and utility."

Through this alliance, Hero MotoCorp will also for the first time enter the exciting world of international motorcycle racing. The company will mark its foray into the racing arena by sponsoring two teams: **Team Hero** and **AMSOIL Hero** - a first by any Indian two-wheeler company at the **AMA Pro Racing National Guard Superbikes Championship**. Popular young racer **Danny Eslick** will represent "**Team Hero**" while another well-known racer **Geoff May** will represent team **AMSOIL Hero** - both riding on **EBR 1190RS** bikes.

Hero MotoCorp also showcased an **EBR 1190RS** bike at the press conference here today.

The first race is scheduled at the **Daytona Speedway**, at **Daytona beach, Florida, USA** between **March 15th & 17th**, this year.

Commenting on the racing debut, **Mr. Munjal** said, "This is also a key part of our alliance with **EBR**. Both **Erik** and I felt that we should carry forward our partnership into the race track. As a company, we have always supported and nurtured sports and sporting talent in India. It is indeed a pleasure to sponsor two **EBR** teams at the **AMA Championships** and we are delighted to be taking an Indian brand to a highly-competitive and highly-popular international motorcycle race arena. We look forward to superlative performances from both **Danny** and **Geoff**."

Commenting on the tie-up, **Mr. Buell** said, "I deeply appreciate the support provided by **Pawan** and **Hero MotoCorp** to our two teams and this will only make **Danny** and **Geoff** perform better this season. As I kept meeting **Pawan** over the past several months, I realised his keen interest in moto-racing and the '**Team Hero**' at **AMA Championships** is really a natural extension of our strategic collaboration. Top-class motorcycle racing is a very popular sport in the **US**. and the presence of the '**Hero**' brand name is going to lend a lot of stature and excitement to all **EBR** fans out there."

Hero MotoCorp is also developing the concept hybrid scooter called '**Leap**', showcased at the recently-concluded **Auto Expo**, in collaboration with **EBR**.

EBR 1190RS is the flagship bike from **EBR**, and an exclusive engineering marvel, as the company is producing only 100 inaugural units of these, including a handful of the carbon edition package. The **EBR 1190RS** is taking the American motorcycle racing world by storm with its performance, styling and handling.



Before he became successful engineer, motorcycle designer and motorcycle manufacturer, Erik Buell was a motorcycle racer, and he has brought all his past experience from the race track to build the 1190RS.

For further information please contact:

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