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4th November 2025

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Dalal Street,
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National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor,
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Bandra (E), Mumbai 400 051
Scrip code: TVSMOTOR

Dear Sir / Madam,

Reg : Press Release - "Norton Motorcycles Launches Bold New Product and Brand Resurgence at EICMA 2025"

We enclose a Press Release regarding **"Norton Motorcycles Launches Bold New Product and Brand Resurgence at EICMA 2025"**, for dissemination.

Date and time of occurrence of event: November 4, 2025 at 3:00 P.M.(IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

KELLIYA SUBRAMANIAN SRINIVASAN

Digitally signed by KELLIYA SUBRAMANIAN SRINIVASAN
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K S Srinivasan
Company Secretary

Encl.: a/a

Norton Motorcycles Launches Bold New Product and Brand Resurgence at EICMA 2025

- Strategic resurgence spearheaded by four all-new Manx and Atlas models
- Dynamic new logo, faithful to Norton's past, embodies this seismic transformation
- Rebirth underpinned by significant capital investment, rigorous engineering discipline and expansive international approach
- £200+ million investment by TVS Motor Company in advanced new Solihull manufacturing facility
- 25% growth in Norton workforce ahead of flagship Manx R model in early 2026
- Planned retail network to exceed 200 showrooms in UK, USA, India and Europe

"Norton is a proudly British brand with a UK base for our design, development and engineering, and through TVS Motor, it now has a platform for a global manufacturing and distribution network. Our resurgence will mark the strategic transformation of one of the world's most revered motorcycle brand from a marque that's not harnessed by its past, but carries that forward with a clarity of vision for its future role and position in the global motorcycle sector."

Richard Arnold, Executive Director, Norton Motorcycles

Milan, Italy, 4 November 2025. Norton Motorcycles has unveiled its Resurgence strategy at EICMA, a long-term approach underpinned by the substantial investment by TVS Motor Company (TVS) since it acquired Norton Motorcycles in April 2020. Five years in the making, this rebirth is based on a cascade of innovative new models defined by Norton's core attributes – a combination of Design, Dynamics and Detail that will create the world's most desirable motorcycles.

Benefiting from investments that have exceeded £200 million into a flagship manufacturing base and company headquarters in Solihull, Norton's rebirth within the TVS family is a measured and strategic reconstruction of a brand. This Resurgence Strategy is not built on nostalgic marketing rhetoric, but on significant investment, engineering excellence, inimitable design and a cascade of innovative new models that draw on the past to define Norton's position in the future.

Norton's sophisticated new Solihull site, which opened 2021, represents the physical embodiment of this transformation. Operating as a global hub for research, development and design, it has the scale to build 8000 motorcycles a year. It benefits from TVS's wider manufacturing systems and supply chain infrastructures, while maintaining independent design and brand control in the UK. Recent expansion and refitting in readiness for production of the all-new Manx model line has resulted in a 25 per cent increase in the workforce.

Today's global debut of two flagship models Manx R and Manx heralds a coherent roadmap of four all-new models that will combine rider-centric innovation and distinctive design in Norton's own inimitable way.

The Manx and Manx R sports models exemplify Norton's unwavering commitment to technical innovation, emotional design, and real-world performance. The all-new Atlas and Atlas GT are middleweight adventure bikes that will rejuvenate the concept of rugged and torquey machines that are equally at home both off and on the road.

Norton's Resurgence is celebrated by its all-new logo, a forward-looking and visually relevant interpretation of the brand's ethos that's faithful to Norton's past but befitting for a new age for Norton. Inspired by the company's formative activities over the last five years, it was designed as part of the creative vision that underpins the next generation of Norton.

The Heritage

"Norton Motorcycles carries one of the richest and most celebrated legacies in British motorcycling. It's a name synonymous with daring engineering, racing triumphs and challenging reinvention. Its 127-year history forms the bedrock for Norton's Resurgence - a storied heritage of innovation that will always be a part of our DNA."
Christoph Hohmann, Chief Marketing Officer, Norton Motorcycles

Founded in 1898 by James Lansdowne 'Pa' Norton, Norton began life not as a Birmingham-based bike maker but as a supplier of fittings and parts to the nascent two-wheeler trade. In 1902 Norton produced its first true motorcycle — the Energette, powered by a small Clement engine — and by 1908 the firm was manufacturing machines with its own single-cylinder engines. Over the next decades, Norton would evolve through successive ownerships, financial upheavals and design revolutions, but always tied to the twin pillars of engineering innovation and ambition.

From its first early days, Norton's engineering identity was shaped by experimentation and performance. Its pioneering 1921 Model 1, known as the Big Four after its categorisation in the 4 hp tax bracket, and the 1927 Norton CS1, designed by Walter Moore, exemplified Norton's engineering shift from side-valve singles to overhead valve and overhead cam designs. Norton's racing success quickly followed: between 1931 and 1939, Norton won seven out of nine 500cc Senior TTs, cementing its reputation for reliability and pace.

The Second World War opened another chapter in Norton's history. Between 1937 and 1945 Norton produced just over 100,000 motorcycles for the British military – primarily the 16H model and the Big Four motorbike with driven sidecar wheel. This unprecedented upscale in production solidified Norton's industrial scale and engineering resilience. After the war, Norton's appetite for innovation saw it develop the 'featherbed' chassis – a welded, twin-loop cradle structure that was both light and strong – that transformed the stalwart Manx model into an unstoppable Isle of Man TT winner in the 1950s.

In the 1950s and 1960s, models such as the Dominator and Commando introduced advanced twin-cylinder engines and chassis innovations like the 'Isolastic' frame that

deployed rubber isolation to significantly reduce powertrain vibration affecting the rider. This constant desire to innovate – and stay relevant within a rapidly changing motorbike landscape – led to the launch of Norton's very successful rotary-engined models in the late 1980s, spearheaded by the RCW588 racer. Steve Spray rode one victory in the 1989 British Formula One Championship, Steve Hislop won the Senior TT race in 1992 to bridge the 31-year gap since Norton's last win in 1961, and the RCW588 gifted Ian Simpson the 1994 British Superbike Championship. Motorsport, and road racing in particular, has been a central part of the Norton story – the multiple Isle of Man TT successes, the GP Superbike pedigree, and the constant feedback loop from track to street have all fuelled Norton's engineering philosophy of innovation.

The Vision

"Over the last five years TVS has invested more than £200m preparing Norton for its next chapter – for the Resurgence of Norton based on its core attributes of its history design, dynamics and detail with a vision to create the world's most desirable motorcycles. Norton will progress into the future using these characteristics and demonstrated in a very modern way for discerning customers around the world. To achieve this bold vision, we have built a world-class team – harnessing the best of British expertise, combined with international talent from across multiple countries, sectors, and industries who have done a great job to come together for the new chapter of Norton"

Sudarshan Venu, Chairman, TVS Motor Company

TVS Motor Company (TVS) is one of the world's most respected and forward-thinking motorcycle manufacturers. The flagship of the colossal TVS family, it combines more than a century of industrial heritage with a modern engineering culture with an unwavering focus on precision, reliability and innovation. From its origins as a pioneering South Indian transport operator in the early 1900s, TVS has expanded into one of the world's largest motorbike producers, which last year produced and sold just over 4.7 million vehicles across 90 markets.

TVS was founded in 1911 by TV Sundaram Iyengar, and remains a family-owned conglomerate with interests spanning automotive components, logistics, finance, electronics and education. Within this expansive network, TVS is the group's best-known international brand and its principal vehicle-manufacturing arm. Headquartered in Chennai and Madurai, and led by Sudarshan Venu, TVS is widely regarded as the engineering and innovation powerhouse of the group — the nexus through which much of the conglomerate's global ambitions and export capabilities are channelled.

This year TVS logged twelve consecutive quarters of revenue growth and posted its highest-ever annual turnover of £3.39billion, and its £10.7billion market capitalisation makes it one of India's most valuable companies. It operates five manufacturing facilities: Hosur, Mysuru and Nalagarh in India, Karawang in Indonesia, and Norton's sophisticated new plant in Solihull. The company's manufacturing philosophy is rooted in the Total Productive Maintenance (TPM) framework from Japan.

Norton’s immediate commercial focus is on re-establishing itself in its traditional heartlands — the UK, Europe and the United States — while also developing TVS’s home-market strength in India and South-East Asia to create a broader customer base. The goal is not rapid expansion but disciplined growth: consistent quality, reliability, serviceability and compliance will always take precedence. Norton’s resurgent challenge is to prove to riders and regulators alike that its motorcycles are as robust and refined as they are beautiful and desirable.

Backed by meaningful and sustained investment, anchored by leadership stability and following an intelligently structured roadmap, Norton’s resurgence will deliver world-class quality from day one. It represents a rare convergence of British craftsmanship and global manufacturing capabilities.

Norton’s rich and storied history has always been built on a forward-thinking mindset, and this resurgence is a grounded plan to take the company to both sustainable volume and relevance. With the financial stability, industrial discipline and global reach that TVS brings Norton’s future will be grounded in engineering credibility and commercial strength, ensuring it reclaims its rightful position as a modern motorcycle brand manufacturing the most desirable motorcycles in the world.

The Innovation

“The reputation of Norton is founded on innovation. The 1902 Energette was the first bike that Norton ever made and it had a bespoke frame, a two-speed gearbox, and it was aimed at racing and doctors so they could get to their patients quickly. And it wasn't just the technology on the bike, it was the design of the bike, it was the detail of the bike, it was the way the bike was sold. When Pa Norton, our founder, went racing, he did it with a bespoke chassis and a bespoke engine, where at the time, no one else did. Innovation was there from the very start. Our reputation is forged on that application of innovation – it’s our DNA, and it puts the Norton-ness in Norton.”

Nevijo Mance, Executive Director, Norton Motorcycles

The story of Norton is one of pioneering innovation. Whether that was the development of the ‘featherbed’ chassis – a welded, twin-loop cradle structure that was both light and strong – that transformed the stalwart Manx model into an unstoppable Isle of Man TT winner in the 1950s, or the radical rotary-engined RCW588 racer that Steve Spray rode to victory in the 1989 British Formula One Championship, innovation has been the furnace in which Norton has forged its position in the motorcycling arena.

That mould-breaking application of innovation lies at the heart of Norton’s all-new models, and their positioning in the modern luxury sector. This is where Norton believes its core audience will reside, as opposed to chasing traditional customer bases which its sees as stagnant or declining. Norton’s new models will appeal to customers looking for a more sophisticated and nuanced approach to innovation which combines design, technology, connectivity, tactility and engagement.

That innovation is derived from three key areas – Design, Dynamics and Detail. Norton design is defined by a holistic approach that balances modernity, luxury and reductivity in equal measure. Its range of all-new models sit with two family lines but they have been designed and developed as a whole rather than isolated and separate models. The riding dynamics of Norton's new generation of motorcycles unfailingly deliver a visceral on-road connection between rider and machine. And the detail covers every aspect of the ownership experience – from the first visit to a Norton showroom to using the Norton app via the tactility of the materials deployed on each Norton model – that collectively create and sustain the brand's desirability.

The Design

"Modernity, innovation and luxury are not terms you immediately think of when considering classic motorcycle brands. However, having previously worked with TVS Chairman Sudarshan Venu, when I received an invitation to collaborate on the reimagining of Norton, I was intrigued.

Motorcycles and cars are different, yet they share fundamental values. Chief among them is the ability to stir emotion. Though their design languages differ, both can become objects of desire. They also share essential principles of proportion, stance, and drama. Norton's rich British heritage, something I'm deeply familiar with in the brands I creatively oversee, made the opportunity even more compelling."

Gerry McGovern, Chief Creative Advisor, Norton Motorcycles

Drawing on his extensive experience of modern luxury from his roles at Jaguar Land Rover, chief creative advisor Gerry McGovern has worked closely with Simon Skinner, Norton's head of design, to develop the brand's Resurgence Strategy, led by a sophisticated new design direction and brand identity. It's all-encompassing approach scales from covering the four all-new models as a singularly complete design entity, through to the look and feel of the knurling on the Manx R's precision-machined foot controls and steering yokes.

"As my mentor for the last five years, Gerry has been a guiding light in setting and calibrating our creative direction," says Skinner. "He's had a significant influence on the business in terms of its positioning and how we've executed the product line-up as a whole rather than as individual models. I think that there are parallels with Norton's resurgence, Jaguar's repositioning, and how Defender, Discovery and Range Rover are being positioned as strong independent brands. He understands brand and luxury like few others do, and he has taught us not only about modernity, luxury and reductivity, but also how we communicate our new design ethos."

Skinner and his team had the opportunity to completely reassess the design process, resulting in design and engineering functions being placed on an equal footing with one another. This integrated an inclusive approach resulted in Norton's new models successfully combining reductive luxury design with artisanal engineering. This visual dynamism has resulted in superb proportions and stance. The flagship Manx and Manx R models are muscular, compact and dramatic, looking white-knuckle rapid even when stationary. Having

every functional element on display led Norton's designers to focus on transforming technical components into visually arresting jewels, counter-balanced by clean fastener-free panels and surfaces.

"What we've designed, and what has been meticulously developed across the company's engineering team, is a range of motorcycles that I'm sure is going to both surprise and delight the world. It's a new direction, for sure, but one that is sensitive to what has gone before, blending our rich heritage with a bold new future," says Skinner.

The Delivery

"The new Manx and Atlas models, and those that follow them, are not just motorcycles – they are a collective vision of our future, embodying Norton's unwavering commitment to technical innovation, emotional design, and real-world performance. Norton's focus is always on the rider. Dramatic in design, rich in emotion and infused with innovation, these new models will deliver a visceral on-road connection between rider and machine. Their role is to place the rider at the centre of the dynamic equation through a peerless combination of accessible performance, everyday usability and engineering intelligence. They possess a deep-seated appeal to those who prioritise individuality, emotion and presence. Because it's not about excess, it's about the inimitable Norton riding experience."

Brian Gillen, Chief Technical Officer, Norton Motorcycles

The all-new Manx and Atlas model lines are the collective results from 200 of Norton's most talented and experienced designers and engineers working across research and development sites in the UK, Italy and India. From day one, their work has focussed on how precision engineering and Norton's design ethos work hand-in-glove to create an emotional connection between rider and machine.

Detailed analysis of over 18,000 miles (30,000 kms) of real-world riding telemetry from across the world was undertaken during their development to identify, hone and refine the touchstones that define 'Norton-ness': in the case of Manx R, a charismatic and engaging powerplant that offers best-in-class torque, for excellent real-world performance; a responsive and confidence-inspiring lightweight chassis for a power-to-weight ratio of less than one kg per hp; and comprehensive and transparent technology and connectivity that intuitively works with the rider.

In support of these new models Norton is dramatically expanding its dealer network into major new global markets in Europe, Asia and North America. Norton will sell and service its models at over 200 global locations from the beginning of 2026 season, with a customer experience that is fully aligned with Norton's iconic luxury status.

The Range

"The fundamentals that form the bedrock of what we call 'Norton-ness' are design, detail and dynamics. Each element must be balanced against the others to achieve that level of fitness

for purpose, whether that's in the dynamics of the Manx, or the touring capabilities of the Atlas."
Richard Arnold, Executive Director, Norton Motorcycles

The Norton marque is synonymous with race-winning performance, incomparable design and revolutionary engineering innovation. This enduring combination has indelibly etched the Norton name into the history books. The thread that links the 1902 Energette to the 2025 Manx R is grounded in creating motorcycles that are always fit for purpose. This constant focus on deep-seated competence is the backbone upon which Norton has designed and developed some of its most iconic models, and this single-mindedness is the DNA of Norton's all-new model line-up.

Manx R– The Future of Modern Superbikes
The Manx R is a bold reimagining of performance, luxury, and emotion on two wheels. Built for the road and engineered to deliver thrilling real-world dynamics with uncompromising precision. With explosive class-leading torque, adaptive intelligence, and handcrafted British design, the Manx R offers a connected, responsive, and exhilarating ride. It's not just a motorcycle — it's a modern vision of what riding should feel like.

Manx – Refined Intensity
The Manx is the personification of performance—born from the same design philosophy as the Manx R, reimagined for the street. Embodying the same engineering integrity and visceral energy to evoke powerful emotions. With its upright ergonomics, torque-rich power delivery, and reductive design, it's built not just to move fast, but to move your soul.
This is performance without pretense. Every detail is purposeful, every ride immersive. From its intuitive electronics to its refined ergonomics, the Manx is designed to thrill at any speed, in any setting.

Atlas – The British Army Knife
The Atlas represents a fusion of rugged capability with modern design, crafted to elevate everyday exploration and enable extraordinary adventures.

Pairing its lightweight chassis with a flexible and responsive powerplant, and complemented by an advanced electronics suite, the Atlas instils confidence on any terrain – empowering its rider to push onward toward the next challenge.

Atlas GT – Conquer Rush Hour. Chase Horizons
The Atlas GT embodies the perfect blend of roadgoing versatility and sophisticated design, created to be the ultimate companion for both daily commutes and epic tours.
Pairing its agile frame and lightweight alloy wheels with a characterful engine and advanced rider electronics, the Atlas GT inspires its rider to tackle any journey; open highways, sweeping bends, and the urban jungle are all dispatched with ease.

ENDS

Notes to Editor

About Norton Motorcycles

Norton Motorcycles was founded in 1898 as a manufacturer of fittings and parts to the two-wheel trade. Norton Motorcycles went on to become one of the most iconic British motorcycle brands, manufacturing famous models such as the 650SS, Atlas, Commando, Dominator, Manx, Navigator and more – constantly innovating in motorcycle technology, with features advantageous for lightness and strength in motorcycle racing. Norton Motorcycles has an unrivalled history in motorsport and the brand name is synonymous with Isle of Man TT racing.

In April 2020, Norton Motorcycles was acquired by TVS Motor Company, India's third-largest motorcycle manufacturer. Under the leadership of TVS, Norton is based out of a new manufacturing facility in Solihull, West Midlands, building British motorcycles in England using traditional hand-crafted techniques with modern day machinery for consistently high quality.

About TVS Motor Group

TVS Motor Company (TVS) is one of the world's most respected and forward-thinking motorcycle manufacturers. TVS Motor Company has expanded into one of the world's largest motorbike producer, which last year produced and sold just over 4.7 million vehicles across 90 markets.

The TVS Group was founded in 1911 by TV Sundaram Iyengar, and remains a family-owned conglomerate with interests spanning automotive components, logistics, finance, electronics and education.

This year TVS Motor Company logged twelve consecutive quarters of revenue growth and posted its highest-ever annual turnover of £3.39billion, and its £10.7billion market capitalisation makes it one of India's most valuable companies.

TVS operates five manufacturing facilities: Hosur, Mysuru and Nalagarh in India, Karawang in Indonesia, and Norton's sophisticated new plant in Solihull. The company's manufacturing philosophy is rooted in the Total Productive Maintenance (TPM) framework from Japan.

The acquisition of Norton Motorcycles in 2020 was both symbolic and strategic. It united two companies that, in their own eras and contexts, represent engineering excellence: Norton as a British icon of performance and craftsmanship, and TVS as an Indian champion of precision manufacturing and technological progress.

With sustained investment and a long-term commitment to building motorcycles in Britain, TVS has provided Norton with the financial stability, industrial discipline and global reach

required for its resurgence. As Norton prepares to unveil six new models and a revitalised brand identity, the backing of TVS ensures that the marque's rebirth is grounded in engineering credibility and commercial strength. TVS is not merely acquiring a brand - it is reconnecting British motorcycling heritage with a global manufacturing powerhouse that shares its belief in craftsmanship, innovation and the simple joy of riding.

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Norton reveals Norton Manx R as first of six new models

The Future of Modern Superbikes

- All-new 72-degree 1,200 cc V4 engine
- Semi-active Marzocchi suspension
- Brembo Hypure brakes
- Under-slung exhaust
- Single sided swingarm
- Carbon fibre body panels and wheels
- Advanced LED lighting
- 8” Touchscreen TFT cluster

Milan, Italy, 4 November 2025. The all-new Norton Manx R is the standard-bearer of Norton’s Resurgence, the embodiment of the brand’s unwavering commitment to creating some of the world’s most desirable motorcycles through innovation, emotional design, and real-world performance.

Its role is simple - to redefine the premium superbike segment by offering a charismatic and nuanced experience suited to both road and track. The mission – to unfailingly deliver a visceral connection between rider and machine.

The Manx R places the rider at the centre of the dynamic equation through a peerless combination of accessible performance, everyday usability and engineering intelligence. Dramatic in design and steeped in detail, the Manx R’s rider-centric approach will have deep-seated appeal to those who prioritise individuality, emotion and presence. It’s not about excess, it’s about the inimitable Norton riding experience.

Positioning

“The Manx has a visceral ‘must-ride’ appeal to riders who crave adrenaline with refinement, riders who are connoisseurs of craftsmanship and exclusivity, and status seekers who demand their style with substance along with a generous helping of swagger and strut.”

Richard Arnold, Executive Director, Norton Motorcycles

As first of four bikes leading the resurgence of Norton, the Manx R spearheads the storied marque into the modern superbike era with a balance of innovative technology, outstanding real-world performance and sensory connection. A bedrock of hallowed motorsport prowess, engineering innovation and an immutable character that has been shorthand for British excellence since Norton’s inception in 1898, is now augmented with head-turning design and impeccable detail, and a focus on desirability that confidently carries Norton into a bold new era.

Design

“Modernity, innovation and luxury are not terms you immediately think of when considering classic motorcycle brands. Motorcycles and cars are different, yet they share fundamental values. Chief among them is the ability to stir emotion. Though their design languages differ, both can become objects of desire. They also share essential principles of proportion, stance, and drama. Norton’s rich British heritage, something I’m deeply familiar with in the brands I creatively oversee, is compelling.”
Professor Gerry McGovern, Chief Creative Advisor, Norton Motorcycles

"Our unique design strategy has been created to give every Norton a family continuity while allowing each model to have its own unique character. This creative vision remains true to the innovative DNA that made Norton one of the most revered two-wheel brands throughout history. This is Nortonness.

There are four key principles that guide us through the creation of all models: modern, Integrated, dramatic and connected. The most obvious and influential is modernity, our interpretation of modernity is one of reductivity. This principle stands out in a marketplace that is becoming ever more visually complex.

The harmony needed between design and engineering to allow the execution of the design strategy is captured in integration. One function cannot lead the other, they must push forward together.

All Nortons should have a sense of drama, this is vital to create an emotional response. The Motorcycle should have forward movement regardless of the category. Finally we have connected, which is how the emotion of the design is carried forward into the riding experience, through materials, colours, touch points and intuitive HMI. Looking at a Norton should elevate the spirit."

Simon Skinner, Head of Design, Norton Motorcycles

From the very first pencil line on the very first sketch, the conception of the Manx R motorcycle was grounded in the integrated and inclusive approach to both design and engineering. Form does not need to follow function, or visa versa – at Norton both are as important as each other. This philosophy ensured both engineers and designers were on an equal footing during the development of the Manx R. Managing and channelling this joint creativity has allowed the Manx R to stand out as a unique proposition in the segment, carrying forward a new generation of Norton motorcycles that share the same philosophy.

Following this unifying approach has resulted in an all-new model that fuses reductive design with artisanal engineering. Reduction is the key element that sees Norton fly in the face of convention – Manx R is a superbike model without wings, lines, decals and creases. The Manx R has a distinct character, it is the embodiment of a ‘less-is-more’ approach, witnessed by the lack of visible fixings.

This visual dynamism has resulted in distinctive proportions and stance. The Manx R is compact and dramatic, giving a forward-focused stance even when stationary. Having every functional element on display led Norton's designers to focus on creating a technical sculpture, inspired by high-end timepieces with exposed workings to showcase their next-level execution and surfacing sophistication. The result is the transformation of technical components into visually arresting jewels, with an unwavering commitment to detail.

Powertrain

"This isn't an upgrade — the Manx R's V4 powerplant is all-new, a muscular and gutsy engine specifically developed with an operating range that brings any road alive. Through a stand-out torque delivery, the V4 is engineered for the real world by delivering torque where and when it matters."

Nevijo Mance, Executive Director, Norton Motorcycles

The pursuit of peak horsepower is often to the detriment of real-world drivability. Norton, unsurprisingly, has adopted a very different approach to performance. While still delivering world-class performance, Norton's engineers analysed 18,500 miles (30,000 kms) of real-world riding telemetry to understand fully how riders actually rode their motorcycles in every-day riding conditions. The result was that true on-road performance lives below 11,000 rpm. This insight defined the fundamentals of the Manx R's engine development, and of achieving the goal of delivering class-leading torque and usable power between 5,000 and 10,000 rpm - exactly where it counts. This philosophy encapsulates a rider-first mindset to create a ride that feels alive, responsive, and emotionally engaging.

The Manx R's all-new 1,200 cc V4 engine is one of the largest capacity engine in the supersport sector. Developing 206 hp at a relatively low 11,500 rpm, the all-alloy 72-degree liquid-cooled unit has been meticulously developed to deliver muscular mid-range torque. The generous 130 Nm of torque peaks at an intentionally low 9,000 rpm to provide torque in the real-world rev range. At 204 kgs, the Manx R posts an excellent power-to-weight and torque-to-weight ratios, with 1 hp per kg the engineering goal from the outset. The result is explosive acceleration for whip-crack overtakes below 11,000rpm - where riders actually ride. This accessible performance has been achieved, in part, by a full ride-by-wire system that operates independently across the front and rear cylinder banks for exceptional throttle control and response.

Five riding modes – Rain, Road, Sport and two customisable track profiles – ensure riders can fully exploit the performance available whatever the road or the weather. Once customised, settings will be stored and remembered every time the bike is started, an example of the Norton focus on customers in the real-world.

Transmission

The Manx R is equipped with a road-focused, six-speed constant mesh transmission. It features a wet, multiplate slipper clutch, and sophisticated electronic quickshifter and rev-matching systems to ensure seamless, up- and down-shifts. The closely stacked short-geared ratios and an intentionally taller-than-normal final drive ratio of 2.41:1 ensure the rider is always in the right gear to tap into the engine's deep torque reserves, with the option of intelligent prompts from the transmission's Optimal Gear Shift Suggestion system.

Chassis

"The Manx R's chassis is engineered for feel. The cast frame has been meticulously tuned to deliver precise road feedback, giving riders a real sense of connection with the road for genuine confidence on every journey. By focusing on demanding road dynamics rather than just racetrack extremes, Norton delivers a chassis that always feels intuitive and rewarding."
Brian Gillen, Chief Technical Officer, Norton Motorcycles

Norton's approach to motorcycle frame design marks a deliberate departure from a more conventional track-focused philosophy. Rather than prioritising lap times and racetrack performance, to the detriment of on-road civility and comfort, Norton engineers drew inspiration from the marque's rich Isle of Man TT racing heritage to develop a frame that excels in real-world road conditions.

Single casting not only enhances structural consistency but also enables tighter tolerances and cleaner panel integration, contributing to both performance and aesthetics. The result is a frame whose composition and structure provides the optimal balances stiffness with controlled flex - critical for responsive handling and rider comfort at typical road speeds.

Suspension

"Our advanced suspension set-up reads the road and riding style in real time. It's been developed to feel incredibly natural and intuitive on the road, as if the Manx R is built around the rider. This semi-active technology doesn't just enhance performance - it transforms the entire riding experience, making every journey smoother, safer, and more enjoyable."

Brian Gillen, Chief Technical Officer, Norton Motorcycles

The Manx R introduces the most advanced suspension in Norton's history, a class-leading system designed to put the rider in control for the perfect ride no matter what the road conditions. Co-developed with the Bologna-based suspension specialist Marzocchi, the system uses bespoke, fully-adjustable units.

Using powerful real-time sensors, the Marzocchi-managed system instantly adjusts compression and rebound damping separately at both front and rear. This infinite adjustment

ensures the suspension is always working at its best, constantly adapting to throttle and braking inputs, cornering angles and the under-tyre conditions. The Manx R's five selectable riding modes allow the rider to select from dramatically different suspension characteristics on the fly – from smooth long-distance cruising comfort to scalpel-sharp control for maximum attack on the track. A further benefit of the advanced sensors is the ability to monitor and react to changes in attitude instantly, assisting in the weight balance of the Manx R at all speeds without the need for aerodynamic additions.

Brakes and Wheels

"The performance and capabilities of Brembo's lightweight HYPURE brakes gives the Manx R rider incredible confidence and control in the most demanding of conditions. Whether that's braking later and harder on a challenging track or negotiating rush-hour traffic in the wet, the Manx R's brakes will deliver – every time."

Brian Gillen, Chief Technical Officer, Norton Motorcycles

Brembo's all-new HYPURE high-performance brake calliper set-up makes its Norton debut on the Manx R. With unparalleled performance, exceptional brake lever feel and a boundary-breaking asymmetrical design, these lightweight race-inspired monobloc callipers have been engineered to deliver tireless braking across all speeds and in all conditions. Manufactured from aluminium alloy, the asymmetrical design is a corollary of its sophisticated heat dispersion capability, while residual torque is minimised by a patented spring-pad-pin system.

The radially-mounted front callipers grip dual 330 mm floating discs, with a single 245 mm disc at the rear. The HYPURE braking system has been painstakingly tuned to work hand-in-glove with the Manx R's advanced lean-sensitive ABS, constantly adjusting braking pressure based on the motorcycle's lean angle, acceleration, and speed to maintain traction and stability while cornering.

The Manx R is fitted with 17-inch Carbon fibre BST wheels with Pirelli Diablo Supercorsa V4SP tyres – 120/70 profile at the front and 200/55 at the back.

Technology and Connectivity

"When we developed the Manx R, our team's sole aim was to ensure that all its advanced technology features operated in complete harmony to deliver a ride that never feels anything other than intuitive and instinctive. We focused on systems that intelligently enhance the relationship between the rider and the machine while offering the option to tailor them exactly to the individual, and smart connectivity services designed to enhance the riding experience without distraction. Our electronics cater to a wide rider cohort – Norton riders don't need to be a track pro to fully experience the Manx R's phenomenal capabilities."

Brian Gillan, Chief Technology Officer, Norton Motorcycles

The connection between the rider and their motorcycle is a fundamental Norton principle. How the motorcycle reacts to the rider, and how the rider feels the road through the motorcycle is what differentiates a Norton. The manner in which the Manx R deploys its suite of sophisticated rider assist technologies is central to achieving this conection, ensuring the rider feels the thrill, not the technology. Innovation has always been at Norton's core, historically, today and in the future.

Working closely with industry-leaders Bosch and its advanced 10.3 electronic platform has created Bosch intelligence with Norton personality: safety and assist systems calibrated not only for outright performance, but also for nuance and personality. Built for the road and not just the racetrack, they proactively 'think ahead' to play a subtle and complementary role that enhances every ride. Every rider is able to tune precisely to their style the level of assistance they require, including no assistance at all.

The Manx features levels of smart connectivity that ensure keeping in contact is both intuitive and immersive – all accessed from the 8-inch touchscreen with smart device compatibility. With full GoPro integration and remote access via the Norton app, capturing and managing the ride has never been easier with connectivity designed to enhance the experience and keep rider and motorcycle in sync, without distraction.

Key Riding Assistance Features

- Cornering Cruise Control – unique to the Manx R in its segment, this sophisticated system enables the rider to safely maintain steady speeds through bends.

- Ride Modes – Rain, Road, Sport, and two customisable Track profiles that instantly adjust power, suspension, and electronics to match road, track, or weather conditions.

- Switchable Linear Traction Control and Cornering Traction Control – using a six-axis Inertial Measurement Unit to tailor grip assistance to road conditions or riding style for precision and confidence at every turn.

- Wheelie and Rear Wheel Slide Control – prevents flips and smoothens landings for confidence-inspiring stability and control under acceleration, cornering and braking.

- Slope Dependent Control – ensuring inclines and declines can be tackled smoothly and with full confidence.

- Cornering-optimized ABS – outstanding control through the most challenging of bends and curves.

- Quick Shifter and Auto Rev-Matching – Smooth, clutch-less gearshifts for faster and more exhilarating rides.

- Optimal Gear Shift Suggestion – intelligent prompts that help the rider tap deep into the engine's torque reserves.

- Launch Control and Hill Start Support – ensuring fast and challenging pull-aways are safe and controlled.

- Switch Cubes – seamlessly integrated with a tactile metal finish, for access to key features

- Dynamic Brake Lights – high-visibility pulsing under hard braking to alert following road-users of sudden deceleration.

Key Connectivity Features

- 8-inch TFT touchscreen – full-featured and packed with data including fuel economy, distance covered, speed, engine temperature, top speed, and 0-100kmph times; intelligently restricted while on the move.

- Bluetooth integration – make, answer and reject calls

- Multimedia Control – play, pause, skip tracks and view song titles

- GoPro Control – full integration to intuitively capture every moment

- Smart Device Synchronisation – access ride statistics, data and media notifications straight to the rider's wrist.

Key Premium Features

- Keyless Entry - hassle-free start-up and access to the fuel tank and seat release

- Signature Daytime Running Lights – bold and unmistakably Norton style for enhanced visibility.

- Signature Welcome Lighting – distinctive approach illumination.

- Service Reminder – to ensure the Manx R remains in peak condition.

- Live Tracking – provides real-time data on the location of the motorcycle.

- Remote Immobilization and Theft Alerts – top-level security for added peace of mind.

ENDS

Notes to Editor

About Norton Motorcycles
Norton Motorcycles was founded in 1898 as a manufacturer of fittings and parts to the two-wheel trade. Norton Motorcycles went on to become one of the most iconic British motorcycle brands, manufacturing famous models such as the 650SS, Atlas, Commando, Dominator, Manx, Navigator and more – constantly innovating in motorcycle technology, with features advantageous for lightness and strength in motorcycle racing. Norton Motorcycles has an unrivalled history in motorsport and the brand name is synonymous with Isle of Man TT racing.

In April 2020, Norton Motorcycles was acquired by TVS Motor Company, India's third-largest motorcycle manufacturer. Under the leadership of TVS, Norton is based out of a new manufacturing facility in Solihull, West Midlands, building British motorcycles in England using traditional hand-crafted techniques with modern day machinery for consistently high quality.

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