

22<sup>nd</sup> October 2025

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001  
**Scrip code: 532343**

National Stock Exchange of India Limited,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051  
**Scrip code: TVSMOTOR**

Dear Sir / Madam,

**Reg : Press Release - "Norton releases first official design sketch as part of its Resurgence campaign, signalling the design direction for an all-new generation of motorcycles"**

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We enclose a Press Release regarding **"Norton releases first official design sketch as part of its Resurgence campaign, signalling the design direction for an all-new generation of motorcycles"**, for dissemination.

*Date and time of occurrence of event: October 22, 2025 at 08.10 P.M.(IST)*

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

**K S Srinivasan**  
**Company Secretary**

Encl.: a/a



## **Norton releases first official design sketch as part of its *Resurgence* campaign, signalling the design direction for an all-new generation of motorcycles**

### ***Professor Gerry McGovern OBE named Chief Creative Advisor***

- The first official sketch has been released by Norton's design department – of its flagship new model to be manufactured at the company's Solihull HQ
- The new flagship will set the tone for a modern design language also reflected in a reimagined Norton brand identity
- Professor Gerry McGovern OBE is named Chief Creative Advisor working alongside the Board of Directors and Norton's design department led by Head of Design, Simon Skinner

**Solihull, UK, 22 October 2025.** Norton Motorcycles today reveals the first official design sketch of its all-new flagship superbike to be manufactured at the company's Solihull headquarters. The sketch, by Norton's Head of Design, Simon Skinner, also offers the first glimpse of a new modern design philosophy under the advisory of Professor Gerry McGovern.

An all-new range of motorcycles will be revealed later this year at EICMA (Esposizione Internazionale Ciclo e Motociclo) in Milan, led by the new superbike and heralding a new design philosophy and a reimagined brand identity.

The creative and brand teams have been advised by Professor Gerry McGovern throughout the Resurgence programme, which underpins the future of Norton. Professor McGovern remains Chief Creative Officer at JLR, the global business he has led creatively for many years.

Commenting on his advisory role to Norton, Professor McGovern said: "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."

He added: "Norton's rich British heritage, something I'm deeply familiar with in the brands I creatively oversee, made the opportunity even more compelling.

Additionally, as a creative leader, the person you partner with on the business side is critical. What I admire about Sudarshan is his visionary mindset. He reminds me of a young Mr Tata and working with him was part of the appeal.

Together, we developed the Resurgence strategy: a new design direction and brand identity, to be led by a range of motorcycles launching later this year."



Norton's Head of Design, Simon Skinner, said: "It is a great privilege to work with Professor Gerry McGovern. It's given me and the team here at Norton the opportunity to really take a fresh look at our brand and products. 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. Today's sketch is just a taster of what is to come, and I cannot wait to reveal more of our Resurgence strategy in November."

Norton's owner, TVS Motor Company, is demonstrating its commitment to the iconic British brand, and to its Solihull HQ's position as a motorcycles global centre of excellence, with over £200 million invested to date. The Resurgence strategy underscores a firm undertaking to support the brand's long-term growth, which has already seen the workforce increase by 25% since the start of 2025 in readiness for a new era of global expansion.

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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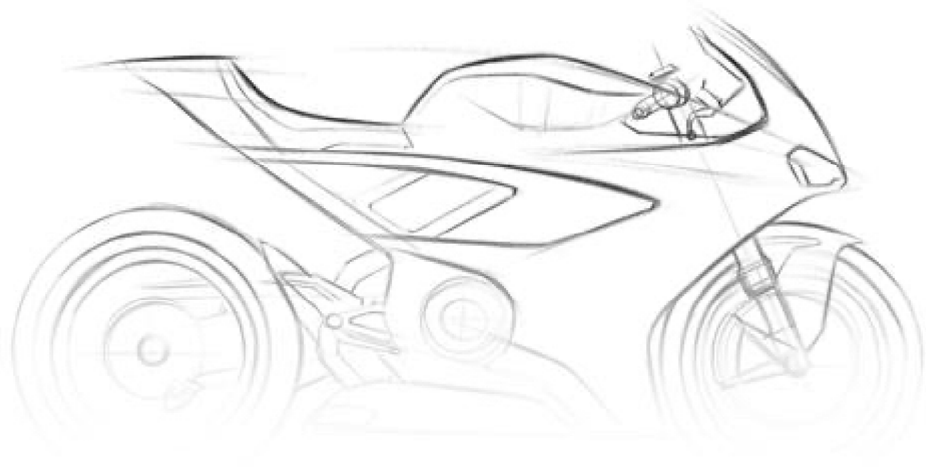
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**Gerry McGovern (left) and Simon Skinner (right)**