

11th November 2021

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

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051.
Scrip code: TVSMOTOR

Dear Sir,

Reg : Press Release - Norton Motorcycles opens new global headquarters

We enclose a Press Release regarding "**Norton Motorcycles opens new global headquarters**", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a



NORTON MOTORCYCLES OPENS NEW GLOBAL HEADQUARTERS

- Norton's new global headquarters has a state-of-the-art manufacturing facility, forming a critical part of the marque's strategic growth
- New production line will be capable of delivering around 8,000 motorcycles a year
- Solihull site will also house Norton's global design and R&D hub, customer showroom, service workshops and offices
- Norton Motorcycles to create over a hundred of new highly skilled jobs (and more in upcoming years) producing the current range with world-class quality standards and developing exciting and innovative future products
- New manufacturing facility has been designed to optimise sustainability and reduce waste to landfill
- Newly built facility is another clear commitment to Norton by TVS Motor Company
- New HQ is another key milestone for the famous marque achieving world-class levels of sustainable global business performance and growth

November 11, 2021, Solar Park, Solihull: Norton Motorcycles has announced the completion of its new global headquarters. The all-new facility houses state-of-the-art manufacturing capability and the company's new global design and R&D hub. It forms a key part of Norton's strategic growth plan on its journey to becoming the world-leader in luxury hand-crafted motorcycles.

The new HQ is a clear display of significant commitment by TVS Motor Company in its prosperous partnership with Norton Motorcycles. Within just 18 months of acquiring the iconic British marque, TVS Motor has overseen the creation of its world-class facility in Solihull, West Midlands, UK paving the way to design and produce an exciting new generation of motorcycles built with world-leading manufacturing standards.

Sudarshan Venu, Joint Managing Director, TVS Motor Company "The opening of the new headquarters represents a significant step forward for Norton Motorcycles and is a proud moment for everyone. We are creating the foundations for a sustainable long-term future for the Norton marque.

"We are setting out to create a bold future for the company, our employees, our customers and our partners that lives up to the highest expectations, enabling Norton to once again become the real global force its legacy deserves."

Robert Hentschel, CEO, Norton Motorcycles. "The new Norton Motorcycles headquarters is a true embodiment of this iconic British marque. The facility is home to design, engineering, purchasing, sales, marketing, and support departments, as well as the highly skilled production team overseeing the build of our new generation



of motorcycles. It is the perfect platform to re-energise our business as we lead the Norton brand to onward success where it will play a key role in the future of mobility.

“This investment demonstrates our unwavering commitment to the motorcycles we build. We will not compromise on quality, and we continue to work alongside every supplier to ensure that our high standards are always met. With this new HQ opening, Norton is now fit for the future – creating an innovative and sustainable business model which will see us producing world-class motorcycles that are true to the unrivalled legacy of Norton.”

The new Norton leadership, together with TVS Motor Company, has conducted a wide-ranging review of Norton Motorcycles operations, resulting in new appointments and processes, specifically in engineering, design and manufacturing to ensure that the highest quality standards are met. The headquarters is creating over a hundred of new high-skilled jobs (and more in upcoming years) and will be able to build around 8,000 motorcycles a year.

As part of the new manufacturing process, every single component of every new Norton motorcycle will be evaluated in a new quality-testing laboratory to ensure the highest build quality. Within the laboratory are inspection rooms, testing areas including destruction testing and a rolling road. A customer reception and showroom, service workshop, and office are also housed at the new Headquarters.

The Norton manufacturing facility has been engineered to be highly sustainable and to minimise waste. The result is an intelligently engineered solution using flexible components that mean that Norton Motorcycles can expand and evolve, within the new space. The build used numerous sustainable and rapid build techniques on the project, the components of which are almost 50% reconfigurable as a proportion of total construction cost – in order to increase special flexibility.

Julian Lipscombe, Director, Bennetts Associates “It has been a great privilege to play a key role in the rebirth of a global icon. We have created an environment for Norton that embodies their commitment to design quality, innovation and sustainability. A project ethos from the outset of ‘simple things done beautifully’ has resulted in a refined solution that could be delivered at great speed.”

The new facility is supported by West Midlands Growth partnership, the UK Government, and is a shining example of Anglo-Indian cooperation. Focused on bringing a renowned British motorcycle marque back to world-class levels of global business performance, Norton Motorcycles has defined its new brand approach that prepares it for an exciting and sustainable future.

-ENDS-



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 bikes in England using traditional hand-crafted techniques with modern day machinery for consistently high quality.

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