

29<sup>th</sup> November 2022

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 - TVS Motor Company Launches 2023 TVS Apache RTR 160 4V Special Edition In A New Exciting Colour With An All New Lightweight Bullpup Exhaust**

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We enclose a Press Release regarding "**TVS Motor Company Launches 2023 TVS Apache RTR 160 4V Special Edition In A New Exciting Colour With An All New Lightweight Bullpup Exhaust**", for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE

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## **TVS Motor Company Launches 2023 TVS Apache RTR 160 4V Special Edition In A New Exciting Colour With An All New Lightweight Bullpup Exhaust**

- *The new 2023 Special Edition gets a new Pearl White colour option*
- *The All New Lightweight sporty bullpup muffler drops 1 kg weight, delivers a throatier exhaust note and adds further refinement to the exhilarating power delivery*
- *Features exclusive to the new 2023 Special Edition include first-in-segment adjustable clutch & brake levers and dual tone seat*
- *Also comes with uniquely colour coordinated black & red alloy wheels*

**Bengaluru, November 29, 2022:** Building on the unparalleled trust of 4.8 million TVS Apache customers, TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, launched the new 2023 TVS Apache RTR 160 4V Special Edition today.

TVS Apache series built out of TVS Racing is based on the “Track to Road” philosophy. This philosophy manifests itself in each Apache through the best in segment performance, technology and unique style.

Staying true to the brand’s core the newly introduced Special Edition variant in the TVS Apache series adorns a fresh attractive Pearl White colour that joins the already existing Matte Black Special Edition. The Special Edition variants are now equipped with a completely redesigned lightweight bullpup muffler that enhances the signature RTR exhaust note, increases the power to weight ratio with the 1 kg weight reduction and adds further refinement to the exhilarating power delivery.

The 2023 TVS Apache RTR 160 4V Special Edition is powered by a 159.7 cc, oil-cooled, SOHC, fuel injected engine that produces a best-in-class power output of 17.55 PS @ 9250 rpm and a peak torque of 14.73 Nm @ 7250 rpm, mated to a slick five-speed gearbox.

### **2023 TVS Apache RTR 160 4V Special Edition:**

- New Pearl White colour with a distinctive black & red colour combination in alloy wheels
- Dual tone seat with new seat pattern
- Adjustable clutch and brake levers
- Three ride modes – Urban, Sport and Rain
- TVS SmartXconnect™
- Rear radial tyre
- Gear shift indicator
- All-LED headlamp with signature Daytime Running Light (DRL)

**TVS Motor Company Limited**, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India. Tel: +91(4344) 276780

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**Regd Off:** Chaitanya, No. 12, Khader Nawaz Khan Road, Nungambakkam, Chennai – 600 006

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Speaking on this occasion, **Mr Vimal Sumbly, Head Business - Premium, TVS Motor Company** said, *“TVS Apache RTR series of motorcycles have always been at the forefront of cutting-edge technology & customer centricity and have lived up to the expectations of the aspirational customer over the years. With four decades of racing pedigree, we are delighted to introduce the new 2023 TVS Apache RTR 160 4V Special Edition, offering a new refreshed colour option with uniquely colour coordinated black and red alloys, a lightweight bullpup exhaust, and an array of exciting features in its class. The new Special Edition is a testament to our commitment towards providing world-class products and redefining the definition of performance motorcycling.”*

The 2023 TVS Apache RTR 160 4V Special Edition in Pearl White colour is priced at ₹ 1,30,090 (ex-showroom, Delhi) and is now available at TVS Motor Company’s authorised dealerships in India.

### **About TVS Motor Company:**

TVS Motor Company is a reputed two and three-wheeler manufacturer globally, championing progress through Sustainable Mobility with four state-of-the-art manufacturing facilities in Hosur, Mysuru and Nalagarh in India and Karawang in Indonesia. Rooted in our 100-year legacy of Trust, Value, and Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We are the only two-wheeler company to have received the prestigious Deming Prize. Our products lead in their respective categories in the J.D. Power IQS and APEAL surveys. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive four years. Our group company Norton Motorcycles, based in the United Kingdom, is one of the most emotive motorcycle brands in the world. Our subsidiaries in the personal e-mobility space, Swiss E-Mobility Group (SEMG) and EGO Movement have a leading position in the e-bike market in Switzerland. TVS Motor Company endeavours to deliver the most superior customer experience across 80 countries in which we operate. For more information, please visit [www.tvsmotor.com](http://www.tvsmotor.com).

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