

11<sup>th</sup> November 2024

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 relating to The Norton Motorcycle Co Ltd, UK, a subsidiary of the Company**

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We enclose a Press Release relating to The Norton Motorcycle Co Ltd, UK, a subsidiary of the Company, regarding "**Norton Motorcycles Announces Strategic Leadership Transition to Drive Future Success**", for dissemination.

*Date and time of occurrence of event: November 11, 2024 at 10:19 A.M.*

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary  
Encl.:a/a



## **Norton Motorcycles Announces Strategic Leadership Transition to Drive Future Success**

**Bangalore, November 11, 2024:** Norton Motorcycles, a producer of premium hand-crafted motorcycles and part of TVS Motor, has announced that Dr. Robert Hentschel will step back from his role as Chief Executive Officer, effective immediately, and will transition to a non-executive director role within the company.

Since 2021, Robert has been instrumental in strengthening Norton's foundations, guiding the company through crucial stages of its growth plan and establishing a strong operational base. He has fostered a strong, synergistic relationship with parent TVS Motor Company, which has been pivotal in advancing Norton's progress and setting the stage for future success.

To support Norton's continued growth, the company has introduced an updated leadership structure. **Nevijo Mance** will join as Executive Director, overseeing all upstream business operations. In this role, he will lead product design, development and engineering, manufacturing, procurement, quality control, and supply chain management. Nevijo's focus on these areas will ensure that Norton maintains its high standards of craftsmanship, quality, and innovation, setting a strong foundation for delivering world-class motorcycles to its customers.

Richard Arnold, appointed as Executive Director in June 2024, will manage downstream business operations, including marketing, brand management, sales, distribution, customer relationship management, after-sales service, product management, and public relations. His role will centre on enhancing customer experience, expanding Norton's market reach, and strengthening the brand's presence across global markets. This will ensure that Norton's commitment to quality and customer satisfaction is reflected in all customer interactions with the Norton brand.

With this refined leadership structure, Norton Motorcycles is well-positioned to continue its journey toward becoming a leading global brand in premium motorcycles, staying true to its legacy of quality and craftsmanship for motorcycle enthusiasts worldwide.

### *About Norton Motorcycles*

Norton Motorcycles was founded in 1898, this year surpassing 125 years of innovation technical excellence and unrivalled desirability.

Norton Motorcycles is one of the most iconic British motorcycle brands. It has a tradition of innovation in motorcycle technology, with features advantageous for lightness and strength. Harnessing a design-led approach to contemporary two wheeled manufacturing, producing the most desirable motorcycles in the world.

In April 2020, Norton Motorcycles was acquired by TVS Motor Company, currently selling its products globally in over 80 countries, with a wide portfolio of technologically advanced and smart mobility solutions. Under the ownership of TVS, Norton is based out of a new manufacturing facility in the West Midlands, England, building hand-crafted motorcycles with modern day machinery for consistently high quality.

*For media enquiries:*

*For any enquiries, please contact Norton Communications Team at [Media@nortonmotorcycles.com](mailto:Media@nortonmotorcycles.com) or TVS Motor Communications team at [corpcom@tvsmotor.com](mailto:corpcom@tvsmotor.com)*

