

30<sup>th</sup> January, 2020

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

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

Dear Sir,

**Reg : Press Release - TVS Motor Company to Launch the TVS Apache RR310 BS-VI 2020 motorcycle with Next Generation Technology**

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We enclose a Press Release regarding "TVS Motor Company to Launch the TVS Apache RR310 BS-VI 2020 motorcycle with Next Generation Technology", for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

Encl : a/a

## TVS Motor Company to Launch the TVS Apache RR310 BS-VI 2020 motorcycle with Next Generation Technology

- Segment first features like Multiple Ride Modes and Bluetooth Enabled SmartXconnect with interactive ride analysis introduced for an enhanced ride experience
- New Titanium Black Colour to be introduced along with new features like Throttle-by-Wire, 5" Multi Information Race Computer and Superior Michelin Road 5 Tyres

**Chennai, January 30, 2020:** TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, brings in the next generation of TVS Apache RR310 BS-VI 2020 motorcycle today. Born out of the rich racing heritage of TVS Racing, the motorcycle is an extension to the company's ethos of ensuring higher levels of customer experience with a greener technology.

Commenting on the launch, **Mr. Meghashyam Dighole, Head - (Marketing) Premium Motorcycles, TVS Motor Company** said *"We are delighted to introduce the new generation of our TVS Apache RR310 BS-VI 2020 motorcycle. This super-premium motorcycle has been a favourite amongst motorcycle enthusiast and is considered an ultimate track machine, since its launch in 2017. The newly launched machine will further move the needle by creating a technological benchmark with many segment first features, thereby strengthening its status of being the best in class vehicle. With the transition to BS-VI, the motorcycle offers further refinement that are in line with the current emission norms, with optimum performance."*

### **Key Features:**

- **Multi Information Race Computer with Control Cubes & Bluetooth SmartXconnect technology** with mobile app offering multiple data points on post ride analysis, turn-by-turn navigation, call functionality etc.
- **Ride Modes** – Urban, Rain, Sport, Track
- **Throttle-by-Wire** technology
- **GTT+** for optimum performance
- **Superior Michelin Road 5 tyres**, offering best-in-class wet grip and cornering capabilities
- **New Titanium Black colour with race graphics**

The TVS Apache RR310 BS-VI 2020 motorcycle boasts of superior race technology features like Throttle-by-Wire technology that electronically connects the throttle grip to the throttle body by replacing a conventional throttle cable. The motorcycle also introduces a state-of-art UI / UX designed interactive 5" Vertical TFT Multi Information Race Computer with Control Cubes, Bluetooth Enabled SmartXconnect and 4 ride modes namely- Urban, Rain, Sport, and Track. These ride modes will allow the rider to choose the performance of the vehicle according to different riding conditions and achieve optimum performance of the engine & ABS system. This allows the rider to experience the benefits of slow speed crawling, acceleration, fuel economy, braking, safety and stability.

The TFT Race computer offers brightness control and day /night modes for each mode selection ensuring an enriched on the go experience. The motorcycle also features GTT+ (Glide Through Technology Plus)

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

**Website:** www.tvsmotor.com Email: corporate@tvsmotor.com CIN: L35921TN1992PLC022845

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

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which enables extremely smooth and controlled low speed urban riding. The Bluetooth Enabled SmartXonnect connects the motorcycle with the TVS Connect App which provides detailed telemetry analytics like interactive map plot, gear distribution, day wise trip analysis etc that can also be shared by the rider.

The TVS Apache RR310 BS-VI 2020 motorcycle comes with a reverse Inclined DOHC (Double Over Head Cam) Liquid cooled Engine with additional oil cooling technology mated to a 6-Speed Gear Box, Throttle-by-Wire with 4 ride modes, Multi Information Race Computer, RT-Slipper Clutch, Bi-LED Twin Projector Head Lamps and Michelin Road 5 tyres offering superior wet grip and cornering capabilities. The motorcycle will also be enabled with the Race Tuned-Fuel injection 'RT-Fi' technology, which was recently introduced in the 2020 TVS Apache RTR 4V BS-VI series, to ensure an enjoyable racing experience in all riding condition throughout the engine's life. It also includes upgrades that improve driveability, ride quality and reliability. The vehicle will be available in two colours – Racing Red & Titanium Black.

The motorcycle is available at select dealerships across the country, priced at **Rs. 2,40,000 (Ex-Showroom, Delhi)**.



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**Website:** [www.tvsmotor.com](http://www.tvsmotor.com) **Email:** [corporate@tvsmotor.com](mailto:corporate@tvsmotor.com) **CIN:** L35921TN1992PLC022845

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## **About TVS Motor Company**

TVS Motor Company is a reputed two and three-wheeler manufacturer and is the flagship company of the USD 8.5 billion TVS Group. We believe in Championing Progress through Mobility. 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 endeavour to deliver the most superior customer experience at all our touch points across 60 countries. 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 for five years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive four years. For more information, please visit [www.tvsmotor.com](http://www.tvsmotor.com)

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***For further information, please contact –***

*Nikita Verma – [Nikita.Verma@tvsmotor.com](mailto:Nikita.Verma@tvsmotor.com)*

*Piyush Darwade – [Piyush.Darwade@tvsmotor.com](mailto:Piyush.Darwade@tvsmotor.com)*