

17<sup>th</sup> July 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 – "Norton Motorcycles celebrates the beginning of a new era with plans for global expansion"**

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We enclose a Press Release of "**The Norton Motorcycle Co Limited, UK**", a subsidiary of the Company, with the title "**Norton Motorcycles celebrates the beginning of a new era with plans for global expansion**" for dissemination.

*Date and time of occurrence of event: July 17, 2024 at 2.05 P.M.*

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary  
Encl.: a/a



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## Norton Motorcycles celebrates the beginning of a new era with plans for global expansion

- Norton reveals plans for six new products over the next three years
- Norton announces plans for increased sales through sales partners in USA, Germany, France, Italy and India
- Norton shares the leadership team assembled that will take Norton to the global stage

**Bangalore, July 17, 2024** - Norton Motorcycles, part of the TVS Motor Company, announced its investment and growth plans to put the company in the ideal place for international expansion. At the Goodwood Festival of Speed, members of Norton's senior leadership team – Sudarshan Venu, Dr Robert Hentschel and Richard Arnold – shared the vision of the brand and discussed how Norton is now perfectly placed to expand globally.

**Sudarshan Venu**, Managing Director, TVS Motor Company, said: ***"Our vision, commitment and investment into the Norton brand is entering an exciting phase. We look forward to sharing that with motorcyclists across the world."***

With TVS Motor's backing and global capabilities, Norton is being reinvigorated as a global brand, led by a strong and dynamic team.

TVS Motor has committed £200 MN across the life of the investment in new product development, facilities, research and development and world class quality engineering. The new Norton motorcycles will follow the company's philosophy of **'Design, Dynamism, and Detail'**. Exciting product launches are being planned starting next year, with **six new models** planned over the next **three years**. As part of this, Norton is preparing for international expansion with an initial focus on the USA, Germany, France, Italy and India.

At the renowned Goodwood Festival of Speed, Sudarshan Venu outlined the expansion of Norton Motorcycles' senior leadership team, as well as the investment in the company.

Appointments include **Richard Arnold**, Norton Executive Director, former CEO of Manchester United Football Club and **Dr Robert Hentschel**, Executive Director & CEO, of Norton Motorcycles. Bringing together the right people has put Norton in the best position to capitalise on its growth.

As a result of TVS's investment and support, Norton's revitalised research and development has been channelled into its product pipeline through its state-of-the-art facility in Solihull, UK. Testament to this is the **One of One V4SV**, inspired by Steve Hislop's 'White Charger' that sped up the Goodwood Hillclimb every day of the festival.

**Dr Robert Hentschel, Executive Director & CEO**, said: *"The investment in research and development and leadership has us positioned to take six exciting products to countries across the world, with world class"*



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*quality and scale, spelling another epoch of success in the Norton story. Our focus on design, drivability and details will maximise the exciting opportunity for Norton as well as for those new customers that choose one of our motorcycles.”*

This year also marks the completion of Norton Motorcycles honouring Norton Motorcycles UK Ltd (NMUL) customers. After investing £2.3 million into the development, manufacturing and re-engineering of the Commando and V4 platforms, the fulfilment and delivery of orders for customers of the previous company signifies the closing of a significant chapter in which Norton can fully focus on the company’s future.

**Richard Arnold**, Executive Director, said: *“Norton’s heritage is vast, and plays a key part in our development as a global brand. It’s important for us to prioritise our customers, both in the present and the future. Not only with new bikes but also with every touch point of the Norton experience. The products currently in testing and development are incredibly exciting. Bikers around the world will love to ride them and love to own them, I am looking forward to expanding their availability to local dealers in new territories and connecting with bikers to share the Norton journey.”*

**Ends ----**

#### 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 any enquiries, please contact Norton Communications Team at*

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