

10th July 2024

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

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

Dear Sir / Madam,

**Reg : Press Release – "TVS MOTOR COMPANY LAUNCHES 2024 TVS APACHE
RTR 160 - RACING EDITION"**

We enclose a Press Release regarding "**TVS Motor Company Launches 2024 TVS Apache
RTR 160 - Racing Edition**", for dissemination.

Date and time of occurrence of event: July 10, 2024 at 12:33 P.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

TVS MOTOR COMPANY LAUNCHES 2024 TVS APACHE RTR 160 - RACING EDITION

- *The motorcycle is being introduced with exclusive design elements, class leading performance and technology*
- *It comes equipped with best in segment features including three ride modes and TVS SmartXonnect*

Bengaluru, July 10, 2024: TVS Motor Company (TVSM), a leading global automaker that operates in the two and three-wheeler segments, today announced the launch of its 2024 TVS Apache RTR 160 Racing Edition. This new edition, inspired by the rich heritage of TVS Racing is an embodiment of race inspired design for the enthusiasts.

The TVS Apache RTR 160 has been a true pioneer in the performance segment since its debut in 2007. The newly introduced Racing Edition of TVS Apache RTR 160 exudes confidence with its exclusive Matte Black colour scheme, carbon fibre race-inspired graphics with the Racing Edition logo and striking red alloy wheels.

KEY HIGHLIGHTS

- Exclusive Matte Black color with Carbon fibre race inspired graphics
- Red Alloy Wheels
- Three ride modes - Sport, Urban, and Rain
- TVS SmartXonnect
- Digital LCD Cluster
- LED Headlamp and Taillamp
- Glide Through Technology (GTT)
- Power Specs – 16.04 PS (India's Most Powerful 160cc in Air Cooled Engine Class)

Rooted in TVS Racing's DNA, the Apache series exemplifies cutting-edge engineering and performance innovation. Each model showcases advanced technology, from state-of-the-art engine design to sophisticated rider aids, all meticulously crafted to enhance performance, rider engagement and safety. The brand's **Track To Road** philosophy drives continuous innovation, translating race-proven technologies into street-legal performance. This relentless commitment to engineering excellence has transformed TVS Apache into a highly aspirational motorcycle brand, effectively democratizing racing technology for enthusiasts worldwide.

Speaking at the launch, Vimal Sumbly, Head Business – Premium, TVS Motor Company, said, *"The TVS Apache series has consistently led the way in innovation, and bringing state-of-the-art technology to enthusiasts. With a robust community of 5.5 million TVS Apache riders worldwide, this launch underscores the company's dedication to delivering aspirational products that reflect TVS Motor's racing heritage and engineering excellence, addressing the evolving needs of our customers. The motorcycle highlights TVS Motor Company's engineering expertise, incorporating a range of advanced technologies and performance upgrades. In line with this commitment, the all-new 2024 TVS Apache RTR 160 Racing Edition, is ready to set new standards in its segment, offering unmatched performance, advanced features, and a unique race-inspired design."*

The motorcycle showcases TVSM's engineering prowess, featuring an array of advanced technologies and performance enhancements. It comes equipped with India's most powerful 160cc air-cooled engine, delivering an impressive 16.04 PS @ 8750 RPM. The inclusion of best-in-segment features such as three ride modes (Sport, Urban, and Rain), a digital LCD cluster with TVS SmartXonnect, LED headlamp and tail lamp, and GTT (Glide Through Technology) positions this motorcycle at the forefront of innovation. The motorcycle is packed with best-in-class features, including three ride modes (Sport, Urban, and Rain), a digital LCD cluster with TVS SmartXonnect, LED headlamps and tail lamps, and Glide Through Technology (GTT), positioning it at the cutting edge of innovation.

PRESS RELEASE



Key Technologies:

- **Three Ride Modes:** Sport, Urban, and Rain, engineered for diverse riding conditions, offering a perfect blend of engine performance and ABS.
- **TVS SmartXonnect Technology:** Bluetooth with Voice Assist, enabling turn-by-turn navigation, call/SMS notifications, and race telemetry.
- **Advanced Digital LCD Cluster:** Provides comprehensive information display.
- **LED Headlamp and Tail Lamp:** Enhances visibility and style.
- **GTT (Glide Through Technology):** Allows for effortless low-speed riding.

The 2024 TVS Apache RTR 160 Racing Edition priced at ₹ 128720 (ex-showroom, Delhi) is available for booking starting today at authorized TVS Motor Company dealerships across India.

About TVS Motor Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) is a reputed two and three-wheeler manufacturer globally, championing progress through sustainable mobility with four state-of-the-art manufacturing facilities located in India and Indonesia. Rooted in our 100-year legacy of trust, value, and passion for customers, it takes pride in making internationally accepted products of the highest quality through innovative and sustainable processes. TVS Motor is the only two-wheeler company to have won 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 four consecutive 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. Additional details and updates are available on www.tvsmotor.com

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