

6th December 2017

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

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

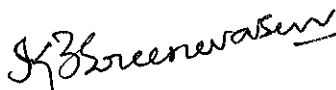
Dear Sir,

**Reg : Press Release - TVS Apache RR 310 signals Company's entry
into the super-premium motorcycle segment**

We enclose a Press Release regarding launch of TVS Apache RR 310, the
Company's super-premium motorcycle, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Apache RR 310 signals TVS Motor Company's entry into the super-premium motorcycle segment

- *TVS Apache RR 310 is TVS Motor Company's first foray in the super- premium category*
- *Inspired by 35 years of TVS Racing, TVS Apache RR 310 combines superior performance & riding dynamics with a fully faired sporty design*

Chennai, December 06, 2017: TVS Motor Company, a leading manufacturer of two-wheelers and three-wheelers in the world, today announced the launch of **TVS Apache RR 310**. The motorcycle marks TVS Motor Company's entry into the super-premium segment, both in domestic and international markets.

Driven by our promise of delivering more to customers than their expectations, TVS Apache RR 310 is the latest offering from the TVS Apache stable – a super-premium motorcycle brand from TVS Motor Company. TVS Apache RR 310 boasts of superior performance and riding dynamics, combined with a powerful, expressive design.

Unveiling the new TVS Apache RR 310 at the launch, **Mr. Sudarshan Venu, Joint Managing Director, TVS Motor Company** said, *"The launch of TVS Apache RR 310 marks a major milestone, as it ushers in a new era at TVS Motor Company. Our endeavour is to fulfill the aspirations of discerning customers by offering high-quality, technologically-innovative products. The TVS Apache RR 310 is the most advanced and exclusive offering in our product portfolio, as it is a manifestation of 35 years of learnings from the race track, coupled with cutting-edge technology. We are confident that customers will find it to be a perfect combination of racecraft technology and riding dynamics."*

- **Engine:** 312cc, single cylinder, 4-stroke, liquid cooled, 4 valve
- **Power:** 34 PS@9700 rpm
- **Torque:** 27.3 NM@7700 rpm.
- **Top speed:** 160 kmph
- **Aerodynamics:** Lowest Drag Coefficient in segment – 0.26
- **Acceleration:** 0-to-60 kmph in 2.9 secs
- Best-in-class **Power-to-weight ratio**
- **Transmission:** 6-Speed Gear Box
- Race origin **Light Weight Trellis Frame Chassis**
- **KYB race tuned suspension**
- Race Inspired **Vertical Speedo-cum-Tachometer**
- **Electronic Fuel Injection**
- **Dual Channel ABS**
- **Bi-LED Twin Projector Head Lamps**
- **Michelin tyres**

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Speaking at the launch, **Mr. KN Radhakrishnan, President & Chief Executive Officer, TVS Motor Company**, said, *"Today is a proud moment for us at TVS Motor Company. Driven by our promise of delivering more to customers than their expectations, TVS Apache RR 310 is the beginning of our breakthrough into the super-premium category. We started building our premium brand - Apache RTR with 150cc and succeeded in raising the customer aspirations with 180cc and 200cc bikes. TVS Apache RR 310 is another step in our effort to deliver beyond customers' expectations and offering them a chance to upgrade from premium to super-premium category. TVS Apache RR 310 is a testimony to our Racing DNA and R&D capabilities, positioned to fulfill the ever-growing aspirations of the new age customers globally."*

The TVS Apache RR 310 gets a 312cc, single-cylinder, 4-stroke, 4-valve, liquid-cooled engine that churns out **34 PS@9700 rpm and 27.3 NM@7700 rpm**. The engine is mated to a **6-speed super-slick gear box** that offers a precise and sharp race-shift experience. The motorcycle boasts of a **top speed of 160 kmph**, and **acceleration from 0-to-60 kmph in just 2.9 seconds**, thanks to an **advanced aerodynamics** package that promises the lowest coefficient of drag in this segment.

Staying true to 35 years of TVS Racing pedigree, TVS Apache RR 310 comes with an all-new, **race origin, light-weight trellis-frame chassis** for enhanced stiffness in straights, and flex for dynamic cornering capability, that result in best-in-class riding dynamics. The motorcycle uses a unique **reverse inclined DOHC (double overhead cam) engine with LCOC (liquid-cooled oil coolant) technology**. This facilitates a compact layout for an ideal power-to-weight ratio and better mass centralization.

The TVS Apache RR 310 is equipped with a **race-inspired vertical speedo-cum-tachometer** with **18 racing tell-tale diagnostics**, and a comprehensive post-ride analysis. The motorcycle is fitted with first-in-class **bi-LED twin projector head lamps** for maximum reach and visibility. It is also outfitted with **Michelin Street Sport tyres**, and is the **first sub-500cc motorcycle to use these**.

TVS Apache RR 310 sports a fully-faired, sporty design with superior ergonomics to ensure maximum ride comfort. The **Thermal Management System** on the motorcycle is fitted with a special gill profile to shield the rider's leg from engine heat, and aids better heat dissipation. To accentuate the handling and

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ride experience, the TVS Apache RR 310 gets the **Race Spec KYB Suspension** that is tested and tuned by MotoGP experts. Both, **Anti-Lock Braking System (ABS)** and **Electronic Fuel Injection (EFI)** system, will be available as standard on the TVS Apache RR 310. The motorcycle comes in 2 impressive colours – **Racing Red and Sinister Black.**

About TVS Motor Company

TVS Motor Company is a leading two and three-wheeler manufacturer, and is the flagship company of the USD 7 billion TVS Group. We believe in Championing Progress through Mobility. Rooted in our 100-year legacy of Trust, Value, Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We endeavor 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 JD Power IQS and APEAL surveys for the past three years. We have been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey for consecutive two years. For more information, please visit www.tvsmotor.com.

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TVS Motor Company

