



KTM COMPLETES 10 YEARS OF REDEFINING PERFORMANCE MOTORCYCLING IN INDIA. ANNOUNCES EXCITING OWNERSHIP BENEFITS

- Launched in 2012, KTM portfolio has expanded from 2 models in 1 segment to 11 models across Street, Supersport and Adventure.
- Free 3 years extended warranty on the top of standard 2 years on new bookings
- Free 1-year roadside assistance on new bookings
- 50% off on exclusive & curated Pro-Experiences for new owners
- Offer valid on bookings from 18th Aug 2021

26th Aug 2021, Pune: KTM, World's #1 premium motorcycle brand celebrates 10 successful years in India. Over the past decade, KTM has consistently built aspiration amongst the performance seeking young biking enthusiasts with motorcycles that are at the heart of it – "Ready to Race". This philosophy has enabled KTM to build & grow the premium motorcycling segment by staying ahead of the curve in terms of performance, technology, design, features, and experience.

The KTM range in India has expanded from 2 products back in 2012 to 11 products now. Excitement and adrenaline seekers can choose their weapon of choice across the Naked, Supersport and Travel range which are available at multiple cc points from 125cc all the way up to 390cc. The premium motorcycling brand also launched KTM Pro-Experiences last year, which offered a range of expert curated experiences across trails, tarmac & track for its owners. The Pro-Experience events have seen a phenomenal participation and have help build a strong preference for the brand. The year 2020 also saw the European manufacturer introduce the Swedish brand 'Husqvarna Motorcycles' which has since then captured the imagination of riders seeking performance & sophistication in equal measure.

To commemorate the entry into the brand's 10th year in India, KTM has announced multiple benefits for all new KTM & Husqvarna bookings. Customers can book any KTM or Husqvarna motorcycle from 18th Aug 2021 to get the following rewards

- **Free 3 years extended warranty in addition to the standard 2yrs**
- **Free 1 year Road Side Assistance**
- **50% discount on KTM Pro-Experiences – Curated experiences across Trails, Track & Tarmac guided by KTM Experts**

These are available only for a limited period. The end date of these offers will be communicated subsequently. Customers will also be supported with attractive retail finance schemes covering up to 95% of the loan amount.

Speaking on the occasion **Sumeet Narang, President (Probiking) at Bajaj Auto Ltd.** said "KTM would shortly complete its successful 10 years in India. Over this period, we have built an aspirational performance biking brand and extended our product range to have models for trails, track & tarmac. We have expanded our network to almost 500 showrooms and workshops across India. In 2020, we introduced the Swedish performance brand - Husqvarna Motorcycles, and created a state-of-the-art, best-in-class KTM Pro-Experiences program for KTM owners. These milestones give us fuel to move forward



with gusto. We intend to share our celebrations with new customers who will book a KTM or Husqvarna Motorcycle, and reward them with multiple benefits.”

About KTM:

True to its “Ready to Race” philosophy, KTM has an unparalleled legacy in motorsports with over 300+ world championships spanning over 66 years since 1953. Since its entry into India in 2012, KTM has grown its presence to over 347 cities and 468 stores. KTM has built a strong customer base of over 2.7 lakh biking enthusiasts in this short time, making India the largest global market for KTM.

KTM



KTM
10 YEARS
CELEBRATION

BOOK YOUR KTM FOR EXCLUSIVE BENEFITS



**FREE 3 YEAR
EXTENDED WARRANTY**



**FREE 1 YEAR
ROADSIDE ASSISTANCE**

**KTM
PRO-XP**

**50% DISCOUNT
ON EXCLUSIVE
PRO-EXPERIENCES**

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