



KTM India launches the Pro-XP App to digitize biking experiences for its community

- ✓ App allows owners to record and track personal rides, create new rides, connect with the KTM community, and share experiences
- ✓ Owners can also book curated KTM Pro-Experiences events through the App
- ✓ Pro-XP is housed in the KTM India owners' App on Google Play Store and Apple App store, along with KTM Service

25th November 2021, Pune: KTM, the world's #1 premium motorcycle brand, announced the launch of its '**KTM PRO-XP**' App to digitize biking experiences for the owner community.

The **KTM PRO-XP App** allows the riders to **record and track** their riding experiences with metrics like number of trips, distance, pictures, and maps across time. Owners can **start a ride**, or **search and join rides** of fellow KTM owners. The App facilitates seamless creation of **automated travel stories** and videos.

The owners can also **connect** with like-minded KTM riders through the App and **share** their experiences with the owner community. The 'Discover' tab on the App allows riders to **book** KTM's curated PRO-XP events which cover a range of exclusive, exciting, premium and differentiated riding experiences, across **Off-Road Adventure, Street and Track**. The app has been developed in **partnership with KOGO**, India's leading roadtrips platform.

Speaking on the occasion Sumeet Narang, President (Probiking) at Bajaj Auto Ltd. said "The new KTM PRO-XP app is designed for new age bikers who want to amplify their biking experiences through recording, sharing and engaging with other KTM owners. It's a unique platform where bikers can announce their rides, join each other, and record special moments for sharing. It's the one-stop destination for bikers to engage with one another, document their rides, set up groups or sign up for specially curated KTM led pro-experiences. We are sure KTM owners will love this app and add a new dimension to their biking passion."

Owners can download the KTM India app, on Google Play Store and Apple App store. The app houses 2 sections – KTM PRO-XP & KTM_SERVICE.

Android – <https://play.google.com/store/apps/details?id=com.excellonsoft.bajajcarektm>

Apple - <https://apps.apple.com/in/app/ktm-india/id1479418696>

An overview of the key features in the KTM PRO-XP App are:

Record: Riders will be able to record and track every ride. Key metrics like distance and saddle time will be calculated during the ride. Riders can check out the dashboard for more interesting measuring parameters. The 'Automated Storytelling' feature helps the rider to focus on the ride by automating the story template, captions, and map for the story.

Connect: Riders can be a part of something bigger; a part of a movement to become better bikers. KTM riders can now get together with like-minded owners, discuss about bikes and biking, plan their next ride, join groups, and interact in multiple other ways.

Share: Riders can make every ride memorable and share it with the world, follow other riders and check out their journey through a live feed. They can create moments that will last them a lifetime, relive and revisit them whenever they want.

Book KTM Pro Experiences: Riders can explore the full potential of their KTM; which is why KTM has designed a mind-blowing range of curated experiences across Trail, Track and Tarmac, all designed & guided by KTM Experts to help the riders become Pro-bikers.

Owners can check out how the app works on <https://ktm.bajajauto.com/ktmindiaapp>

Launch video link: [KTM Pro-XP App | For All Your Pro Experiences | KTM India - YouTube](#)

Also follow the social media pages for regular updates on these properties:

KTM India:

- Instagram - https://www.instagram.com/ktm_india/
- YouTube - <https://www.youtube.com/user/KTMIndiaOfficial>

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. The partnership of Bajaj Auto Limited and KTM is over 13 years old, with Bajaj Auto Limited owning ~48% stake in KTM AG.

Key Visual:

INTRODUCING **KTM**
PRO-XP APP
FOR ALL YOUR PRO-EXPERIENCES

RECORD **CONNECT**
SHARE **BOOK**

Available on the **App Store**
GET IT ON **Google Play**

DOWNLOAD KTM INDIA

KTM

The key visual features a smartphone mockup displaying the app's interface. The screen is divided into four quadrants: 'RECORD YOUR RIDING EXPERIENCES' (with a map and 'GALLERY SHARE' buttons), 'CONNECT WITH KTM COMMUNITY' (with a photo of riders), 'SHARE YOUR RIDING EXPERIENCES' (with a photo of a rider and 'PUNE ADVENTURE ACADEMY' text), and 'BOOK PRO-XP EVENTS' (with a photo of a rider). A central orange '+' button is overlaid on the phone. The bottom navigation bar includes icons for Home, Discover, Start Ride, Community, and Profile.

KTM PRO-XP App Screenshots:

The screenshots show the app's main interface with callout boxes highlighting key features:

- TRACK TRIPS & CREATE VIDEOS:** Track your rides with the PRO XP app and turn them into amazing videos & stories for sharing on any platform.
- RICH FEED OF ALL YOUR MOMENTS:** Check out all the moments of a ride. See who is LIVE on a trip, like, comment, share and follow fellow riders.
- ALL YOUR RIDES, KMS & TRIPS IN ONE PLACE:** Your profile is where all your trips are stored. Pro XP app also creates instantly shareable insta stories of all your trips.

The screenshots also show the app's navigation bar (Home, Discover, Start Ride, Community, Profile) and the KTM logo. A note at the bottom of the first screenshot reads: '* For accurate tracking ensure all app permissions are enabled'.

