



KTM India launches Pro-XP, an experiential biking program for its customers

- ✓ Range of curated riding experiences across Trail, Track and Tarmac ranging from single-day events to multi-day tours. Calendar for Oct-Dec 2021 unveiled
- ✓ Enable KTM owners explore their true biking potential and become Pro-bikers
- ✓ Designed and guided by KTM Experts, professionally conducted, and managed by KTM India

Links to images - <https://drive.google.com/drive/folders/1EY5Vr5ZDNFPls705IjLGWm-lyu7xIkji?usp=sharing>

23rd September 2021, Pune: KTM, the world's #1 premium motorcycle brand, announced the launch of a unique riding program 'KTM Pro-XP' which offers a range of exclusive, exciting, premium, and differentiated riding experiences to KTM owners, across **Off-Road Adventure, Street and Track**. This makes KTM the only brand in its category to offer such varied riding experiences. The mission of KTM Pro-XP is to partner KTM owners to explore their true biking potential and help them become Pro-bikers by giving them access to these differentiated experiences.

All riding experiences are specially curated and led by KTM master trainers. A brief overview of the key experience pillars under KTM Pro-XP can be found below:

I) Adventure Pro Experiences: Set of curated experiences to handhold the KTM Adventure owners in their journey to become off-road Pro-Bikers.

- ✓ **Adventure Tours** – Marquee long-distance tours ranging from 7 to 14 days guided by experts covering the less-travelled, adventurous route to breath-taking destinations like Ladakh, Goa, Konkan, Kinnaur, Sikkim, West Coast, etc.
- ✓ **Adventure Academy** – Single day closed-circuit off-road training program designed by KTM Experts, conducted in top 15 cities
- ✓ **Adventure Trails** – Single day adventure rides on special trails curated and led by KTM experts, conducted in top 30 cities

II) Street Pro Experiences: Set of experiences for KTM Duke and RC owners which not only let them experience the serenity of riding to iconic destinations but also the pure adrenaline rush of a KTM.

- ✓ **Power Rides** – Adrenaline-loaded, breath-taking ride led by KTM Experts to iconic destinations like Gir, Ranthambore, Darjeeling, Kolli Hills, Konkan, Kanyakumari, and Konark
- ✓ **Pro Getaways** – Exclusive single-day ride for 250cc and 390cc owners, packed with tarmac fun, conducted in more than 22 cities
- ✓ **Urban Escape** - Single day exciting morning rides to experience tarmac thrills near your city, conducted by KTM dealerships on 3rd Sunday of every month

III) Track Pro Experiences: Experience for KTM Duke and RC owners which makes the rider 'Race Like A Pro'

- ✓ **Track Day** - A day of learning at the track with track riding sessions with racing experts

Speaking on the occasion Sumeet Narang, President (Probiking) at Bajaj Auto Ltd. said "KTM is the most loved European motorcycling brand among the biking enthusiasts in India. When they buy a

KTM, they not only get an outstanding machine but also get exclusive access to KTM Pro-XP: set of Pro-Experiences across Off-Road Adventure, Street and Track, which helps them become a Pro-biker. KTM owners crave for experiences that help them understand their bike better, explore the full purposive nature of the bike and develop better skills as a biker. They crave to be a part of community of like-minded riders. KTM Pro-XP is designed to open the doors for our owners to do that and experience the ‘World of KTM’ to the fullest.”

Link to KTM Pro-XP Film: <https://www.youtube.com/watch?v=KSOwQVPiSJI>.

More details on all these properties are available on www.ktm.bajajauto.com/pro-experience .

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/KTMIIndiaOfficial>

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:



Calendar:



**KTM
PRO-XP**

UPCOMING CALENDAR OCT-DEC 2021

OCT			
ADVENTURE ACADEMY	Bangalore : 24 th Oct	Chennai : 17 th Oct	Cochin : 24 th Oct
ADVENTURE TRAILS	Bangalore : 17 th Oct	Mumbai : 24 th Oct	Pune : 31 st Oct
POWER RIDES	Ranthambore : 14 th Oct		
PRO-GETAWAYS	Bangalore : 3 rd Oct	UP : 10 th Oct	
NOV			
ADVENTURE ACADEMY	Mumbai : 21 st Nov	Hyderabad : 21 st Nov	Bangalore : 21 st Nov
	Chennai : 21 st Nov	Pune : 28 th Nov	Mumbai : 28 th Nov
ADVENTURE TRAILS	Mumbai : 14 th Nov	Bangalore : 14 th Nov	Delhi : 14 th Nov
	Coimbatore : 14 th Nov	Guwahati : 21 st Nov	Hyderabad : 28 th Nov
POWER RIDES	Gir : 18 th Nov		
PRO-GETAWAYS	Pune : 14 th Nov	Cochin : 14 th Nov	Surat : 21 st Nov
	Delhi : 28 th Nov		
DEC			
ADVENTURE TOURS	Konkan : 20 th Dec	Goa : 20 th Dec	Sikkim : 20 th Dec
ADVENTURE ACADEMY	Delhi : 5 th Dec	Pune : 12 th Dec	Bangalore : 19 th Dec
	Kolkata : 19 th Dec	Guwahati : 19 th Dec	Cochin : 19 th Dec
ADVENTURE TRAILS	Mumbai : 5 th Dec	Pune : 5 th Dec	Bangalore : 12 th Dec
PRO-GETAWAYS	Bangalore : 5 th Dec	Kolkata : 5 th Dec	Guwahati : 12 th Dec
	Mumbai : 19 th Dec	Ranchi : 19 th Dec	Chennai : 26 th Dec
POWER RIDES	Konkan : 23 rd Dec	Konark : 23 rd Dec	
URBAN ESCAPES EVERY 3RD SUNDAY OF THE MONTH			
 REGISTER NOW AT THE KTM PRO-XP WEBSITE		<small>*T&C Apply: The dates are subject to change due to local permissions and covid 19 restrictions.</small>	

Glimpses of Past KTM Pro-XP Events:

Link to images: <https://drive.google.com/drive/folders/1EY5Vr5ZDNFPls705ljIGWm-lyu7xIkji?usp=sharing>







KTM
PRO-XD
EXPERIENCES TO
MAKE YOU A PRO

DELHI
URBAN ESCAPE

