



KTM announces 'Great Ladakh Adventure Tour' from August 21

- 14-day tour exclusively for KTM Adventure owners covering specially curated and uncharted routes.
- Led by KTM Experts.
- Exclusive Pre-tour training sessions.
- Special motivational talk by Padma Shri Ajeet Bajaj of Snow Leopard Adventures.
- Special training at high altitude KTM Adventure Academy at Nubra.
- Pro-Experience of a lifetime – Explore the less travelled route to Tso Moriri, conquer world's highest motorable passes, ride through dry riverbeds and sand dunes.
- Adventure Sports Insurance cover upto 5 Lakh per person.
- Registrations begin on ktm.bajajauto.com/pro-experience.

9th July 2021: KTM, World's No. 1 premium motorcycle brand, has announced the Great Ladakh Adventure Tour from August 21 to September 3. The 14-day tour is conceptualized as the apex adventure event under the property of KTM Pro-Experiences and will see the participation of KTM 250 and 390 Adventure owners from across the country.

The Great Ladakh Adventure Tour promises to be an experience perfectly suited for the KTM Adventure machine and the rider. Unlike regular tours to Ladakh, special routes have been curated through the less travelled paths of Pangong Tso, Tso Moriri and Siachen. Riders will conquer over 2,300 km traversing multiple terrains like tarmac, hills, sand dunes, dry riverbeds, slush, gravel, mud, river crossing, forests and twisties. The route planned is as follows - Chandigarh- Manali- Jispa- Sarchu -Leh- Nubhra Valley- Pangong Tso- Tso Moriri-Sarchu- Manali- Chandigarh.

KTM has collaborated with Padma Shri awardee Ajeet Bajaj and his award-winning adventure tour company Snow Leopard Adventures for curating the tour through uncharted territories. With over 30 years of experience in adventure sports, Mr. Bajaj was conferred the Padma Shri by the President of India in 2012 for his achievements in adventure sports. He is an adventure enthusiast who has climbed Mt. Everest with his daughter and has scaled 6 of the 7 summits, the highest mountains in every continent.

The Great Ladakh Adventure Tour will be led by KTM Experts –Varad More, Nilesh Dhumal & Sangram Patil, who will also conduct pre-tour training sessions and train the riders for this once in a lifetime experience. There will also be a special motivational talk by Padma Shri Ajeet Bajaj which will set the tone for the tour. One of the key highlights of the tour is the special set of high-altitude KTM Adventure Academy training at Nubra, which will be conducted at 12000+ ft.

Customers can visit <https://ktm.bajajauto.com/pro-experience/adventure-tours/great-ladakh> page for registrations. This exclusive experience will be limited to only 20 KTM Adventure customers on first come first serve basis. The cost of the tour is pegged at ₹ 35,000.

For the safety and convenience of the riders, the tour would be accompanied by a breakdown vehicle, service support, expert doctors, and paramedic. There would also be an adventure sports Insurance cover up to ₹ 5 lac per person. All logistics and stay arrangements would be expertly managed by Snow Leopard Adventures.

Commenting on the initiative, **Sumeet Narang, President Probiking** said, "The KTM Pro-Experiences are designed to help our owners open to their full biking potential. We want them to know that they ride a high-performance motorcycle that is built to deliver a superior experience on street and off-road. The Great



Ladakh Adventure Tour is going to be an apex Pro-experience in exploring Ladakh which is unbound, untamed and unseen from an adventure rider's perspective. The tour promises to test the capabilities of both the man and machine, with a series of experiences specifically crafted for the same. We are confident that the riders who take this tour will witness a remarkable improvement in their adventure riding skills, understanding of their KTM machine and confidence to navigate any terrain. A range of exclusive experiences like visiting the Siachen, Tso Moriri, and the high-altitude Adventure Academy with KTM Experts add a high degree of authenticity to our promise of delivering a differentiated Pro-Experience to our owners. We welcome our Adventure owners to register themselves for this flagship event."

Commenting on the collaboration with KTM, Padma Shri awardee Ajeet Bajaj, Founder – Snow Leopard Adventures said, "KTM, the world over is synonymous with adventure sports which makes for a perfect synergy with Snow Leopard Adventures. Considering the outstanding capabilities of the KTM Adventure bikes, we have used over 3 decades of our experience in Ladakh to curate a differentiated, challenging and less-travelled route which will test the limits and provide a once-in-a-lifetime experience for the riders. I am eagerly looking forward to meeting the KTM riders and sharing my experiences with them."

About KTM Pro Experiences-

The KTM Pro Experience is an owner engagement program that offers 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.

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.



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