



BAJAJ

Distinctly Ahead

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8 August 2017

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NSE Code: BAJAJ-AUTO

Dear Sir/s:

Please find attached herewith a copy of the Press release being issued by the company in respect of "Triumph Motorcycles UK and Bajaj Auto India announce a new partnership".

Kindly acknowledge receipt.

Yours Faithfully,

For **Bajaj Auto Limited,**

Kevin D'sa
President (Finance)

Encl: as above.

PRESS RELEASE



**TRIUMPH MOTORCYCLES UK AND BAJAJ AUTO INDIA
ANNOUNCE A NEW PARTNERSHIP**

Triumph motorcycles and Bajaj are pleased to announce their global partnership.

The objective of this non-equity partnership is to deliver a range of outstanding mid-capacity motorcycles benefiting from the collective strengths of both companies.

We hope to bring to bear upon global markets the individual strengths of the partners including brand position & perception, design & development technology, quality & cost competitiveness & worldwide distribution.

This new global partnership will enable Triumph to significantly expand its global reach by entering new higher volume market segments, especially within the emerging markets across the world.

Bajaj will gain access to the iconic Triumph brand, and its great motorcycles, enabling it to offer a wider range of motorcycles within its domestic market and other international markets.

Triumph and Bajaj are excited by the opportunities of this partnership and the prospect of entering new market segments, thereby reaching a whole new group of motorcyclists across the world.

We will provide further details in due course.

A handwritten signature in black ink, appearing to read 'Nick Bloor', positioned above a horizontal dashed line.

Nick Bloor
CEO
Triumph Motorcycles Ltd
Hinckley, Leicestershire, England

A handwritten signature in green ink, appearing to read 'Rajiv Bajaj', positioned above a horizontal dashed line.

Rajiv Bajaj
Managing Director
Bajaj Auto Ltd
Pune, India

Date: 8th August 2017

For further information contact :

Triumph – A Bothwell : Andyb@performancecomms.com

S Ravikumar President (Business Development & Assurance) : sravikumar@bajajauto.co.in.

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About Triumph

- First established in 1902, Triumph Motorcycles celebrated 115 years of motorcycle manufacture in 2017. For more than two decades, Triumph Motorcycles has been based in Hinckley, Leicestershire, and has produced iconic bikes that perfectly blend authentic design, character, charisma and performance.
- The Triumph Bonneville, famously named to celebrate Triumph's 1956 land speed record on the Bonneville Salt Flats in Utah, USA. -The original British superbike and a race winner straight out of the crate. Chosen by famous motorcyclists of the past for its legendary handling, style, and character. It's that handling, character and style, married to modern rider-focused technology that makes the new Bonneville family THE authentic modern classic choice today.
- Building around 65,000 bikes per year, Triumph is the largest British motorcycle manufacturer and has over 700 dealers across the world.
- Triumph has a glorious racing history, competing in and winning races in almost every class and field of motorcycle sporting achievement. From winning the second ever Isle of Man TT in 1908, through to 1960s road and track domination in Europe and America, right up to contemporary racing achievements with the 675cc Triumph triple powered 2014 Daytona 200 win, the 2014 Isle of Man Supersports TT, 2014 and 2015 British Supersports titles and World SuperSport racing.
- Triumph holds a unique place in the history of the International Six Day Trials as the motorcycle of choice for both the multiple winning British teams and famously Steve McQueen's US ride entry in 1964.
- At the heart of Triumph's philosophy is a commitment and passion to develop truly unique motorcycles that offer a blend of distinctive design, intuitive handling and performance to enjoy the perfect ride.
- This focus, innovation and engineering passion has today created a broad range of bikes suited to all motorcycle riders, including the striking 2.3 litre Rocket III, the unmistakable Speed Triple, the Daytona 200 and TT winning SuperSports Daytona 675R, the class defining Tiger 800, the transcontinental Tiger Explorer and the iconic Triumph Bonneville family.
- Triumph currently employs around 2000 personnel worldwide and has subsidiary operations in the UK, America, France, Germany, Spain, Italy, Japan, Sweden, Benelux, Brazil, India, and Thailand as well as a network of independent distributors. Triumph has manufacturing facilities in Hinckley, Leicestershire, and Thailand plus CKD facilities in Brazil and India.