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Revving Forward

Hero MotoCorp and Harley-Davidson Deepen Collaboration for New Motorcycle Ventures

Sheikh Rayees • January 14, 2025

PUBLISHED REPORT

Hero MotoCorp is taking its partnership with Harley-Davidson to the next level, focusing on creating fresh variants of the X440 motorcycle and a brand-new model tailored for domestic and select international markets. This extended collaboration marks another significant step in blending Harley-Davidson's iconic craftsmanship with Hero's market expertise. The partnership aims to revolutionize the mid-range motorcycle segment, leveraging Hero's manufacturing prowess and...

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