



New Maestro Edge 125



Target Group



Feature Conscious



Style Conscious



Technologically Advanced

For People who are:



Performance Oriented



Trustworthy



Concept Board

Designing the Edge

SHARPENING THE "EDGE"



“EDGE” in Design



**New
Sporty
Design**

“EDGE” in Technology



Hero Connect
(as an OEM Fitment)



Projector LED Headlamp
First in Segment



Full Digital Speedometer
with TBT Navigation &
Bluetooth

Product Promise



The all new 2021 Hero Maestro Edge 125, from its looks to its tech features, **represents a big upgrade** over the previous version

With the promise of being Truly Connected, Truly Smart along with best-in-class features, Maestro gives the rider a sense of pride when he owns it, especially amongst **riders seeking hi-tech brands, esp. - the youth**

The consumer is sure to get hooked on to the -
ALL NEW MAESTRO EDGE 125

Product Promise



Product Proposition

- **Strengthen the core brand proposition of Maestro Edge**
 - “Kal Ke Saath Chal”
- **Supported by :**
 - Edge in **Technology** - Most advanced product story
“Connected Scooter”
 - Edge in **Design** – Sharp & Sleek
 - Youthful , confident & edgy **brand attitude**



Key Visual

- Dynamic Scooter Shot
- Dedicate space for 1st in segment LED Projector Headlamp
- Connect Callout
- Impactful Feature Showcase that are differentiated in the product

Hero

*TRULY CONNECTED. TRULY SMART.
A NEW ERA OF RIDING BEGINS.*

THE MOST ADVANCED
MAESTRO
EDGE 125

POWERED BY
CONNECT
ADVANCED TELEMATICS SOLUTION

- LIVE TRACKING
- GEO FENCE ALERT
- TOPPLE ALERT
- HERO LOCATE
- TOW AWAY ALERT
- SPEED ALERT
- DRIVING SCORE
- TRIP ANALYSIS
- VEHICLE START ALERT

KAL KE SAATH CHAL

1st IN SEGMENT PROJECTOR LED HEADLAMPS
DOUBLE LIGHT INTENSITY

Fully Digital Speedometer

Bluetooth Connectivity with Turn-by-Turn Navigation

Masked Winkers

New Prismatic Colours

Sporty Dual-Tone Stripe Pattern

Sharper Front Design

Side Stand Engine Cut-off

SENS Smart Sensor Technology
Automatically adjusts vehicle performance depending on riding conditions.

- BETTER PICK-UP via Vehicle Speed Sensor
- BETTER FUEL ECONOMY via i3S Sensor and Oxygen Sensor
- IMPROVED DURABILITY via Bank Angle Sensor
- ULTRA-FRESH AIR via Air Inlet Temperature Sensor
- THROTTLE ON DEMAND via Throttle Position Sensor
- SMOOTHER RIDE via Crank Position Sensor
- IMPROVED ENGINE LIFE via Engine Oil Temperature Sensor
- BETTER UPHILL CLIMB via Manifold Air Pressure Sensor
- IMPROVED RIDER SAFETY via Side Stand Sensor

Reasons to Buy





The advanced new Maestro Edge 125 is a perfect blend of a Technology, Style, Features & Power

- **It's big on Technology** - It's got the hi-tech 'Hero Connect' (as an OEM fitment)
- **It's big on Style**
 - It has segment's first 1st LED Projector Headlamp
 - All new range of colors with 2 prismatic shades
- **It's big on features**
 - **An all Digital Meter console** – with Bluetooth, turn by turn navigation and call/sms alert
 - **Convenience & Comfort features** – External fuel filling, Service reminder, Telescopic Suspension, Mobile Charging, Alloy wheels, Integrated braking and much more
- **It's big on Power** – It has the strength – with a powerful 125cc engine

All this comes with the **unmatched trust of Hero**

VARIANTS

DRUM

-  • LED Projector Headlamp
-  • Digi Speedometer
-  • Bluetooth connectivity (TBT, Call Alert)
- RTMI
-  • Side Stand Engine Kill

DISC

Features In DRUM

+




- Disc Brake
-  • Diamond cut alloy wheel
- Prismatic Color, Radical Stripes



CONNECTED

Features In DISC

+

-  • Fully connected with 8 features
-  • Connect Badging
-  • 2 Prismatic Color

NEW MAESTRO EDGE 125 COLOR OPTIONS

Disc Variant



Drum Variant Colors



Prismatic™ Purple



Jubilant Yellow

Drum Variant



Matt Red

Panther Black

Pearl Fadeless White

Matt Blue

Connect Variant



Prismatic™ Purple



Jubilant Yellow

SALES PITCH

Sir, This is the NEW Maestro Edge 125 with Enhanced Styling & Latest Technologies.

It will make a stylish choice for YOU.

For clean emission, it has BS6 engine & programmed Fi.

Its XSENS technology (Smart Sensor Technology) with intelligent sensors will give you many benefits, like:

- **High Mileage and Low Maintenance**
- **Great Pick-up**
- **Long Engine life & No Choke required due to Cold start feature**
- **Ride Comfort & Safety**

Additionally, you will get....

Safety & Convenience due to front Disc Brakes & Side Stand Engine Cut-off.

Stylish looks due to its New Sporty Design, Industry 1st LED Projector Headlamp, New Prismatic Colors & LED Tail Lamps.

More convenience because of its Connected Technology (HERO CONNECT), Full Digital Speedometer with Navigation & Bluetooth, External fuel filling & Mobile charging port.

More savings as it has i3s technology.

And, high Resale Value because of the strong Hero brand.

With all this, YOU will get Trust of Hero and 5 years warranty plus 5 free services.

And you will get convenience with its large service network & spare parts availability.

Sir, take your most stylish and technologically advanced scooter the New Maestro Edge 125 today.



COMPETITION COMPARISON

NEW MAESTRO EDGE 125 Vs ACTIVA 125



WINNER



Benefit	Feature	New Maestro Edge125	Activa 125
More Savings (Fuel Efficiency)	i3s Technology	Yes	No
Advanced Technology With Superb Riding Performance	XSENS Technology (Smart Sensor Technology)	Yes	Fi
Better Performance	Max Power (kW)	6.7	6.1
	New Vehicle Design	Sporty	Conventional
More Attractive & Stylish Looks	Dual Textured Seat	Yes	No
	Dual Color Theme	Yes	No
	Rim Tapes	Yes	No
Enhances Safety & Looks	LED Projector Headlamps	Yes	LED
Fully Connected Technology in 2-Wheelers	HERO Connect	Yes	No

NEW MAESTRO EDGE 125 Vs ACTIVA 125



WINNER



Benefit	Feature	New Maestro Edge125	Activa 125
Enhances Convenience & Safety	Full Digital Speedometer	Yes	Analog
	Turn-by-Turn Navigation	Yes	No
	Bluetooth with Call Alerts	Yes	No
Enhances Convenience	Mobile Charging Port	Yes	No
Enhances Seating Comfort	Width (mm)	718	707
	Height (mm)	1188	1170
Peace of Mind	5 Years Standard Warranty	Yes	3 Years

ADVANTAGES OF NEW MAESTRO EDGE 125 OVER ACTIVA 125



**NEW MAESTRO
EDGE 125**



Sir, New Maestro Edge 125 is much **better & is a value for money purchase for YOU;**

- **Better power of 6.7 kW** along with **better mileage** due to **advanced feature called i3s Technology.**
- **Better built quality with New Sporty Design** which is highly **durable & impact resistance.**
- **1st in Segment LED Projector Headlamp for Enhanced Visibility & Safety**
- Additionally, it offers features like – **XSENS Technology (Smart Sensor Technology), Full Digital Speedometer, TBT, Bluetooth with Call Alerts, Mobile Charging Port & HERO Connect** which is not available in Activa 125.
- Also, YOU will get **HERO's trust with 5 years Standard Warranty & 5 Free Services** whereas Activa 125 offers only 3+3.

Thus, your New Mestro Edge 125 is a perfect blend of **Styling, Value for Money, Feature Filled & Technologically Advanced** best-in-class scooter for your practical life.

NEW MAESTRO EDGE 125 Vs NTORQ



WINNER



Benefit	Feature	New Maestro Edge125	NTORQ
Advanced Technology With Superb Riding Performance	XSENS Technology (Smart Sensor Technology)	Yes	Fi
More Saving (Fuel Efficiency)	i3s Technology	Yes	No
Better Fuel Efficiency	Kerb Weight (Kg)	112	118
Enhances Safety & Looks	LED Projector Headlamps	Yes	LED
Fully Connected Technology in 2-Wheelers	HERO Connect	Yes	No
Enhances Looks	Dual Textured Seat	Yes	No
	Rim Tapes	Yes	No

NEW MAESTRO EDGE 125 Vs NTORQ



WINNER



Benefit	Feature	New Maestro Edge125	NTORQ
Enhances Seating Comfort	Width (mm)	718	710
	Height (mm)	1188	1164
Added safety	Side Stand Engine Cut-Off	Yes (Accessory)	No
Enhances Safety	Side Stand Sensor	Yes	No

ADVANTAGES OF NEW MAESTRO EDGE 125 OVER NTORQ



**NEW MAESTRO
EDGE 125**



Sir, New Maestro Edge 125 is a **greater value for money purchase for YOU;**

- **Advanced Technologies With Superb Riding Performance** along with **better mileage** due to its **XSENS & i3s Technology**.
- **New Sporty Design** which is **very attractive & stylish**.
- **1st in Segment LED Projector Headlamp** for **Enhanced Visibility & Safety**.
- Additionally, it offers features like – **HERO Connect, Side Stand Engine Cut off & Side Stand Sensor** which is not available in NTORQ.
- Also, YOU will get **HERO's trust** with **5 years Standard Warranty & 5 Free Services**

Thus, your New Maestro Edge 125 is a perfect blend of **Styling, Value for Money, Feature Filled & Technologically Advanced** best-in-class scooter for your practical life.

NEW MAESTRO EDGE 125 Vs ACCESS 125



WINNER



Benefit	Feature	New Maestro Edge125	Access 125
More options to match customer's style	Color Options	6	4
Better Performance	Max Power (kW)	6.7	6.3
Better Pickup	Max Torque (Nm)	10.4	10
Enhances Seating Comfort	Width (mm)	718	690
	Height (mm)	1188	1160
More Savings	i3s Technology	Yes	No
Advanced Technology With Superb Riding Performance	XSENS Technology (Smart Sensor Technology)	Yes	Fi
More Attractive & Stylish Looks	New Vehicle Design	Sporty	Conventional
Enhances Safety & Looks	LED Projector Headlamps	Yes	LED
	LED Tail Lamp	Yes	No



Be the Future of Mobility

Create | Collaborate | Inspire

NEW MAESTRO EDGE 125 Vs ACCESS 125



WINNER



Benefit	Feature	New Maestro Edge125	Access 125
Enhances Looks	Rim Tapes	Yes	No
Added safety	Side Stand Engine Cut-Off	Yes (Accessory)	No
Enhances Safety Safety	Side Stand Indicator	Yes	No
Peace of Mind	5 Years Standard Warranty	Yes	3 Years

ADVANTAGES OF NEW MAESTRO EDGE 125 OVER ACCESS 125



**NEW MAESTRO
EDGE 125**



Sir, New Maestro Edge 125 is the best **value for money** purchase for **YOU**;

- More options to match customer's style with **6 different colors**.
- **Advanced Technologies With Superb Riding Performance** with **6.7 kW Power & 10.4 Nm Torque** along with **better mileage** due to its **XSENS & i3s Technology**.
- **Better built quality with New Sporty Design** which is highly **durable & impact resistance**.
- **1st in Segment LED Projector Headlamp** for **Enhanced Visibility & Safety**
- Additionally, it offers features like –**Side Stand Engine Cut off, LED Tail Lamp & Side Stand Indicator** which is not available in Access 125.
- Also, YOU will get **HERO's trust** with **5 years Standard Warranty & 5 Free Services** whereas Access 125 offers only 2+4.

Thus, your New Mestro Edge 125 is a perfect blend of **Styling, Value for Money, Feature Filled & Technologically Advanced** best-in-class scooter for your practical life.

POINT OF DIFFERENCES

NEW MAESTRO EDGE 125

LED Projector
Headlamp



Sharper Front
Design



Masked Winkers



New Prismatic
Colors

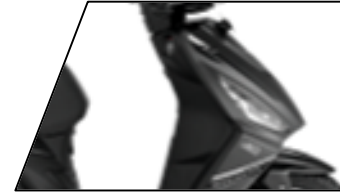


MAESTRO EDGE 125 STEALTH

Clear Headlamp



Normal Front
Design



Normal Winkers



Matt Grey



POINT OF DIFFERENCES

NEW MAESTRO EDGE 125

New Sporty Dual
Tone Stripe
Pattern



Side Stand
Engine Cut Off



Fully Digital
Speedometer



Bluetooth
Connectivity with
TBT & Call Alerts



HERO CONNECT



MAESTRO EDGE 125 STEALTH

Tone on Tone
Stripe



Normal Side
Stand with Side
Stand Indicator



Digi-Analog
Console



No Connectivity



No
HERO CONNECT



Happy Selling!!!!!!!!!!!!