



Glamour Xtec

Product Information Note

# GLAMOUR JOURNEY

**2005**

Hero Honda  
**GLAMOUR**  
LAUNCHED



**2017**

**Glamour SV**  
Launched -



**2021**

**Glamour Xtec variant**  
launch

+ Style  
+ Connectivity  
+ Safety



All New **GLAMOUR** –  
"SIMPLY  
**MAGNETIC**"  
**2011**

**GLAMOUR BSVI**  
Launched  
**2020**

# GLAMOUR\_PERFORMANCE<sup>1</sup>

01

## X Sens Technology

Superior Pick up and acceleration across the RPM band



02

## AutoSail

Smooth and Hassle free riding under high traffic conditions and in low speed



03

## I3S

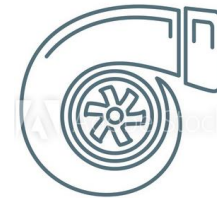
Saves fuel by cutting off the Ignition during idling



04

## Higher Power & Torque

Better Power and mid range Torque



PERFORMANCE

<sup>1</sup>As compared to Pulsar 125 and SP 125

01

## Wider Rear Tyre

Superior grip and better ride and Handling



100/80 Wide Rear Tyre

02

## Higher Suspension travel

Superior road comfort on poor road conditions

Front : 120 mm

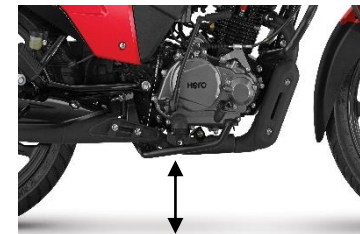


03

## Ground Clearance

Easy and comfortable navigation on poor roads

Ground Clearance: 180 mm



COMFORT

<sup>1</sup>As compared to Pulsar 125 and SP 125

# GLAMOUR BS6\_CURRENT VARIANTS & COLOR



MIDNIGHT BLACK



RADIANT RED



BLAZE EDITION



SPORTS RED



TECHNO BLUE



100 Mn EDITION

❖ Disc & Drum



Be the Future of Mobility

Create | Collaborate | Inspire

Bringing the



Factor in 125 cc

Introducing the all new

**GLAMOUR X TEC**

# GLAMOUR XTEC\_STYLING

## LED Headlamp



- | H Signature position lamp
- | Best in segment: Brightness

## Digital Meter Cluster



- | Stylish digital display

## New Matte Color

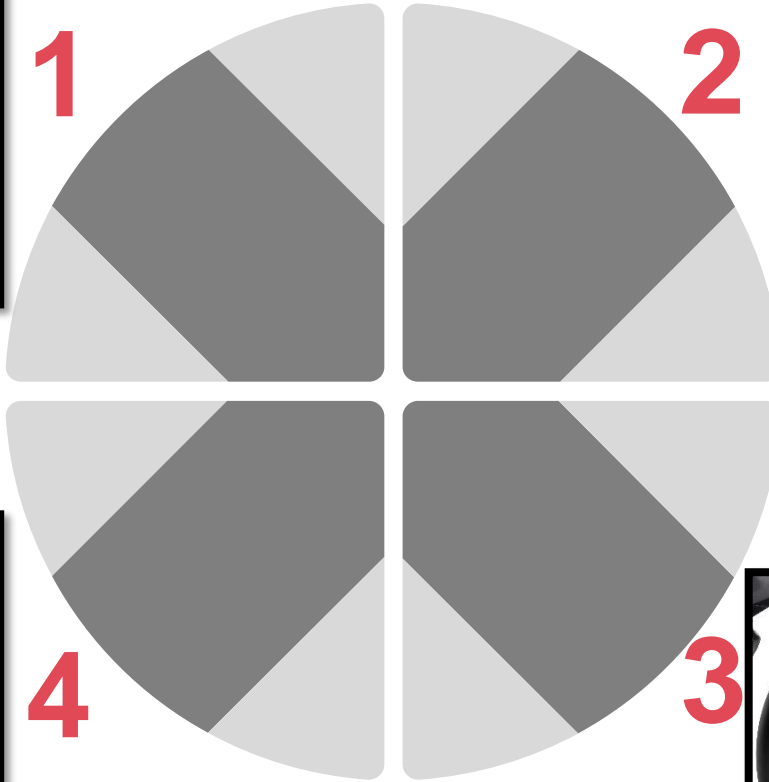


- | Dual tone seat
- | Blue accents for New Matte Color

## Style Elements



- | 3D branding
- | Rim tapes



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# GLAMOUR XTEC\_CONNECTIVITY

 First in Segment

 Bluetooth connectivity



Call & SMS alert

 Turn by Turn Navigation



Turn by turn for easy navigation  
Google map connectivity

High level Cluster feature



Gear Position Indicator, Eco Mode  
Tachometer  
RTMI

 Integrated USB Charger



Integrated USB charging for digital devices



Be the Future of Mobility

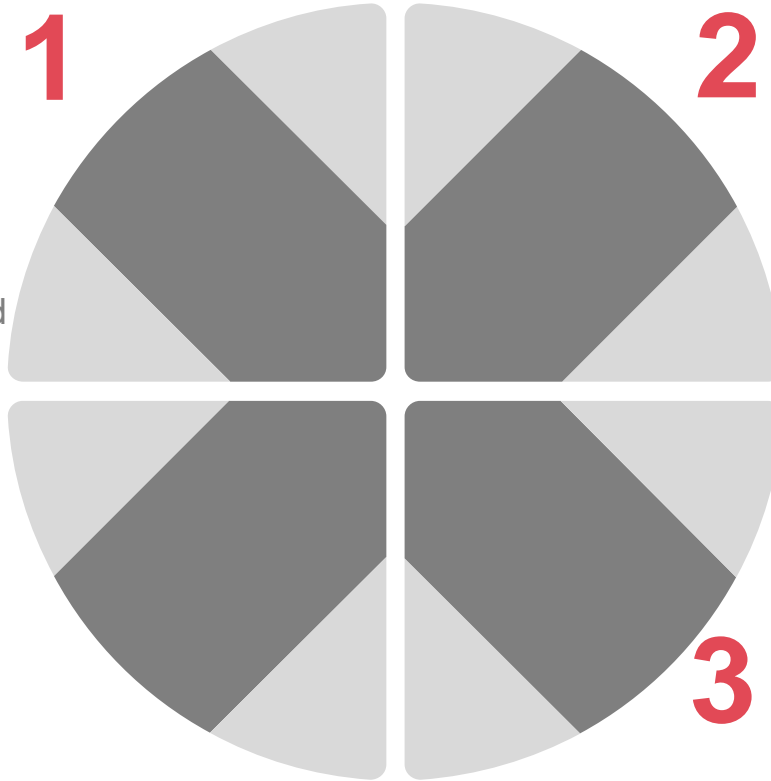
Create | Collaborate | Inspire



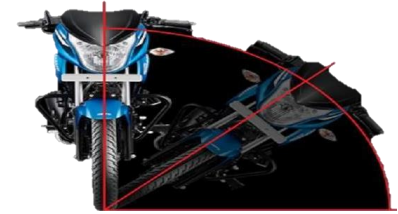
## Side Stand Engine cut off



Engine cut off with side stand



## Bank Angle Sensor



Engine cut off during bike fall  
Safety for rider as well as pillion

## Side stand Indicator



Side Stand visual indication



# MODEL SNAPSHOT



# GLAMOUR XTEC- VARIANTS & COLORS



New Matte Grey with Blue accent



Gloss Black with Silver accent

❖ Disc & Drum



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# PRODUCT COMPETITIVENESS

FEATURE / SPEC	Glamour	ACLP (Glamour Xtec)	Pulsar 125	SP 125
LED Headlamp	X	✓ (Brightness, Best in segment)	X	✓
Speedometer Console	Digi-Analog	Full Digital	Digi-Analog	Full Digital
Bluetooth Connectivity	X	✓	X	X
Turn by turn Navigation	X	✓	X	X
Integrated USB Charger	X	✓	X	X
Side Stand Indicator	✓	✓	✓	X
Gear Position Indicator	X	✓	X	✓
Eco Mode	X	✓	X	X
Tachometer	X	✓	✓	X
Service Indicator	✓	✓	X	✓
i3S	✓	✓	X	X
3D Branding	✓	✓	✓	X
Tubeless Tire	✓	✓	✓	✓
Kerb Weight	122 (Drum)	123 (Drum)	139 (Drum)	117 (Drum)
First in segment	123 (Disc)	124 (Disc)	140 (Disc)	118 (Disc)

CIT Tested

# REASONS TO BUY

The new Glamour is edgy and perfect combination of style, tech and power which ensure that you always are ahead of your game

- **SMART FEATURES – NAVIGATION, BLUETOOTH, MOBILE CHARGER, LED HEADLAMP**
- **STYLE – a strong style statement with bold edgy graphics and design language**

Glossy & Matte finish options

- **POWER – OUTSTANDING PERFORMANCE**
- All this comes with the **unmatched trust of Hero**

# SALES PITCH

Sir, New Glamour X-TEC is a more stylish motorcycle & a smart choice for YOU;

YOU will get enhanced riding performance & better mileage due to its advanced features like Programmed Fuel Injection &

Patented i3s Technology.

Its XSENS 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.....

Enhanced Styling due to its new stylish elements & matte colors.

Enhanced Performance due to its advanced X-TEC Engine.

Enhanced Connectivity with rider convenience and comfort due to its Full Digital Speedometer Console, Bluetooth Connectivity, TBT Navigation, Integrated USB Charger, & Increased pillion length and reduced seat step.

Enhanced Safety features like - Side Stand Sensor and Engine Cut-Off & Bank Angle Sensor.

Also, you will get features like –LED Headlamp, i3s Technology, Gear Position Indicator, Mileage Indicator, Service Reminder, Tachometer, etc...

Also, YOU will get HERO's trust with 5 years Standard Warranty & 5 Free Services.

Thus, your New Glamour X-TEC is a perfect blend of Styling, Value for Money, Feature Filled & Technologically Advanced best-in-class motorcycle for your practical life.

# COMMUNICATION PLAN



**GRAND LAUNCH FEEL**

**RIDE SMART' FOCUSED**

**BOLD STATEMENT**





Thank You

