



# 360° View



# Sales Pitch – HF Deluxe BS6

Sir,

This is the all new HF Deluxe BS6 with stylish new graphics which will perfectly suit YOU. For cleaner emission, it has the latest technology Programmed Fi along with Patented i3s. Also, YOU will be amazed by the Intelligent Sensors in the bike which gives

- 1)High Mileage and Low Maintenance.
- 2)Smooth ride with great pick up.
- 3)Long Engine life with Cold start feature which means No Choke is required.

Additionally.....

YOU will get good Riding comfort because it has a flat seat & good suspensions.

YOU will get best Safety & convenience in this bike due to best braking, vehicle check up light & Brighter Headlamp.

YOU will get high Resale Value because of the strong Hero brand.

With all this, YOU will also get Trust of Hero, the only company that gives 5 years warranty plus 5 free service & Unmatchable Convenience of easy service & spare parts availability.



Programmed Fuel Injection Technology



i3s Technology



Brighter Headlamp



New Graphics



Side Stand Indicator

**S**  
SUPER

# Specifications



**Engine:**  
97.2cc



**Power:**  
5.9 kW @ 8000 RPM



**Torque:**  
8.05 Nm @ 6000 RPM



**Fuel Tank:**  
9.6 L



# Front View





BENEFIT & FEATURE

**More Safety**  
due to Brighter Headlamp



BENEFIT & FEATURE

**More Safety**  
due to Clear Lens Blinkers

## Summary – Front View



**Brighter Headlamp**

**Clear Lens Blinkers**

# Right View



NEW



BENEFIT & FEATURE

## Clean Emissions

because of BS6 Compliant Engine

NEW



BENEFIT & FEATURE

## Smooth Ride with No Choke required

because of Programmed Fuel Injection Technology



**BENEFIT & FEATURE**

## More Safety

because it has Integrated Braking system (IBS)



**BENEFIT & FEATURE**

## Stylish Looks

due to Chrome Finish Muffle Cover



BENEFIT & FEATURE

## More Safety

because it has Reflector on Front Fender



BENEFIT & FEATURE

## Enhances Convenience

due to Utility Box

## Summary – Right View



**BS6 Compliant Engine**

**Programmed Fuel Injection Technology**

**Utility Box**

**Integrated Braking System (IBS)**

**Chrome Finish Muffle Cover**

**Reflector on Front Fender**

# Rear View





**BENEFIT & FEATURE**

**More Safety**  
due to Tail Lamp



**BENEFIT & FEATURE**

**Enhances Convenience**  
due to Grab Rail

## Summary – Rear View



**Tail Lamp**

**Grab Rail**

# Left & Top View





BENEFIT & FEATURE

## Enhances Convenience

because it has Easy-to-Read Instrument Console



BENEFIT & FEATURE

## Enhances Safety

because it has Malfunction Indicator Light (Vehicle Check-up Light)



BENEFIT & FEATURE

**More Savings**  
due to i3s Technology



BENEFIT & FEATURE

**Stylish Looks**  
due to New Body Graphics



**BENEFIT & FEATURE**

**More Safety & Convenience**  
due to Side Stand Indicator



**BENEFIT & FEATURE**

**More Comfort**  
due to Flat Seat

## Summary – Left & Top View



**Easy-to-Read Instrument Console**

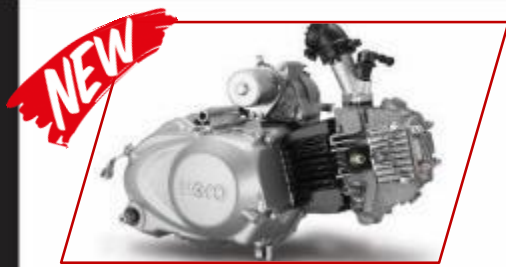
**Malfunction Light Indicator  
(Vehicle Check-up Light)**

**i3s Technology**

**New Body Graphics**

**Side Stand Indicator**

**Flat Seat**



Programmed Fuel Injection Technology



i3s Technology



Brighter Headlamp



New Graphics



Side Stand Indicator

**S**  
SUPER

# Specifications

## ENGINE

Engine Capacity (cc)

97.2

Max power (kW @ RPM)

5.9 @ 8000

Max Torque (Nm @ RPM)

8.05 @ 6000

Fuel System

Programmable Fuel Injection

## DIMENSIONS

Length (mm)

1965

Width (mm)

720

Height (mm)

1045

Wheelbase(mm)

1235

Fuel Tank (Ltrs)

9.6

## BRAKES

Front (mm)

Drum – Dia 130

Rear (mm)

Drum – Dia 130

# Specifications

## WHEELS

Front

2.75 x 18

Rear

2.75 x 18

# Variants

## HF Deluxe Kick

### ❑ Black Theme

- Black Alloys
- Black Leg Guards
- Black Grab Rail
- Black Finish on Front Suspension

## HF Deluxe Self

&

## HF Deluxe Self with i3s

### ❑ Chrome Theme

- Chrome/ Silver Finish (Alloys, Leg Guard, Grab Rail & Front Suspensions)
- Side Stand Indicator
- Enhanced Graphics
- Exclusive Colors

# Colors



**Techno Blue\***



**Heavy Grey & Green\***



**Black with Grey**



**Black with Purple**



**Black with Red**

**NEW**

\*Available only in HF Deluxe Self (Cast & i3s)

# Competition



Specification/ Features	HF Deluxe BS6	Bajaj CT100 ES	Benefits
<b>ADVANTAGES</b>			
<b>Maximum Power (kW)</b>	5.9	5.8	Better Top-Speed
<b>Fuel Injection Technology</b>	Available	Not - Available	Better Cold Start with No Choke Required
<b>Length (mm)</b>	1965	1945	Bigger Road Presence
<b>Front &amp; Rear Wheel Size (Inches)</b>	18	17	Enhances Convenience
<b>Front &amp; Rear Brake Size (mm)</b>	130	110	More Safety

# Competition

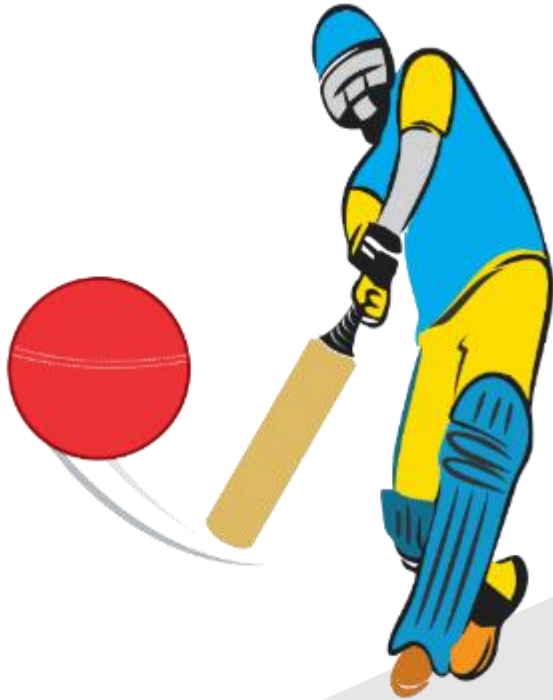


Specification/ Features	HF Deluxe BS6	Bajaj CT100 ES	Benefits
<b>ADVANTAGES</b>			
<b>i3S Technology</b>	Available	Not - Available	More Savings
<b>Side Stand Indicator</b>	Available	Not - Available	Enhances Convenience & Safety
<b>Utility Box</b>	Available	Not - Available	Enhances Convenience

# Competition



Specification/ Features	HF Deluxe BS6	Platina 100	Benefits
<b>ENGINE</b>			
<b>Maximum Power (kW)</b>	5.9	5.8	Better Top Speed
<b>Fuel Injection Technology</b>	Available	Not - Available	Better Cold Start with No Choke Required
<b>Rear Suspension</b>	2-step Adjustable	Non-Adjustable	More Comfort
<b>Width (mm)</b>	720	713	Bigger Road Presence
<b>Front &amp; Rear Wheel Size (Inches)</b>	18	17	Enhances Convenience
<b>i3S Technology</b>	Available	Not - Available	More Saving
<b>Side Stand Indicator</b>	Available	Not - Available	Enhances Convenience & Safety



# Six Strokes of Hero



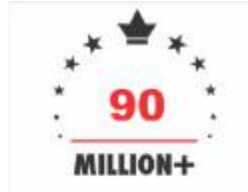
Standard across all variants

**Peace of Mind**



Including 6000+ World Class Gen Nxt Workshops

**Convenience**



Satisfied Customers

**Trust**



World's Largest 2W Manufacturer for 19 Years in a Row

**Pride**



LOW COST OF OWNERSHIP

5 Free Services upto 15 months

**Value For Money**



World's Largest Customer Relationship Management Program in 2W Industry

**Customer Focus**

 Hero

WORLD'S

NO. 1<sup>\*</sup>  
ONE

TWO-WHEELER COMPANY  
19 YEARS IN A ROW

*Happy Selling !!*