



Press Release

Exchange, Finance and Dual ABS. Anything else?

- To launch industry first exchange program at its 100+ dealerships
- Largest number of financial tie ups with best in class schemes
- To offer Rear disc with Dual channel ABS

December 21st, 2018 | Delhi, INDIA – Classic Legends, the company bringing back Jawa motorcycles stands for transparency, honesty and agility. Living up to that spirit, the company is all set to launch an industry first motorcycle exchange program across all its 100+ dealerships. The company is also happy to announce that it will be offering the **largest number of financial tie ups with best in class finance schemes** for its customers. The company will also offer dual channel ABS variants on popular demand.

The availability of finance and exchange schemes at the dealerships provides customers the facility to book their new Jawa and Jawa *forty two* motorcycles with ease and enjoy the legendary capability, freedom and adventure which remain core to our brand. Classic Legends has received an overwhelming response for the two new motorcycles since the launch in November and it is exciting to witness the sheer pride and exuberance of Jawa aficionados as they opt for the motorcycles. The company will endeavour to take every opportunity to make available a superlative buying experience for its customers.

Classic Legends has decided to advance the availability of Dual Channel ABS based on popular demand. The company has built the base variant drum and disc combination setup as the optimal braking system given the weight, engine specs, rideability to offer safe and reliable braking performance that has been corroborated by experts. The motorcycles have passed stringent brake testing conditions on asphalt (high Mu) and basalt (low Mu) surfaces. High Mu tests conducted for 100-0 Kmph and low Mu for 70-0 Kmph have shown steady and straight line braking capability that are best in class. However, given the popularity and premium-ness associated with dual channel ABS, the company has decided to also offer these variants. These would be available on motorcycles being delivered after June 2019 and the rear disc brake setup and dual channel ABS variants will come at an additional price of Rs. 8,942.

Customers who have already made online bookings will be able to opt for Dual Channel ABS on the website soon, without affecting their booking sequence. However, due to the late availability of Dual ABS variants, their deliveries will begin after June 2019. The priority of delivery will be as per their queue within the Dual Channel ABS subset of the overall bookings.

Finance Partners: HDFC Bank, Tata Capital, ICICI Bank, Mahindra Finance, Capital First (now IDFC Bank), L&T Finance Limited, Hinduja Leyland Finance at the national level in addition to regional partners.

Exchange Partner: Mahindra First Choice Wheels – India's No. 1 pre-owned vehicle brand.

Dual Channel ABS: The Dual Channel ABS with rear disc setup will be for an additional price of Rs. 8,942 over the currently declared ex-showroom prices.

Ex-showroom Delhi prices			
Jawa	Jawa <i>forty two</i>	Jawa (*Dual Channel ABS)	Jawa <i>forty two</i> (*Dual Channel ABS)
Rs. 1,64,000	Rs. 1,55,000	Rs. 1,72,942	Rs. 1,63,942
*Available on motorcycles delivered after June 2019			

About Classic Legends Pvt. Ltd.



Classic Legends Pvt. Ltd. is an Indian company established a couple of years ago, to re-introduce iconic marquee motorcycle brands in the market. Classic Legends aims to become India's first true lifestyle company and provide opportunities to consumers to relive the heritage of classic brands by co-creating exciting product and service offerings along with the motorcycling ecosystem.

Jawa is a motorcycle brand from Czech Republic, erstwhile Czechoslovakia, with a 90-year legacy, which in its heydays exported classic, well-engineered and rugged motorcycles to more than 120 countries. It entered the Indian markets in the early 1960's. The twin aspects of Jawa motorcycles - its beautiful design and strong performance character helped it not only to win hearts but also win many world titles.

From its marquee brands portfolio, Classic Legends is currently bringing alive the Jawa, not simply as a brand but a way of life. Classic Legends has leveraged the best of its partner capabilities in design and engineering along with the global expertise, to launch products that capture the DNA and ethos, of the original Jawa.

Website Link: <https://www.jawamotorcycles.com/>

Facebook Link: <https://www.facebook.com/jawamotorcycles/>

Twitter Link: <https://twitter.com/jawamotorcycles>

Instagram Link: <https://instagram.com/jawamotorcycles>

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