

# Hero MotoCorp to make EV foray into Europe next year

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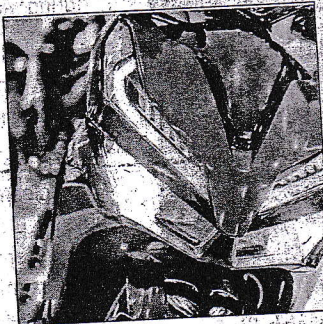
**THE WORLD'S LEADING** two-wheeler maker Hero MotoCorp on Tuesday said it will foray into the European market with its electric scooter range next year.

The company plans to introduce the VIDA V1 electric scooter range in Spain, France and the UK by mid-2024.

"With this foray into Europe with our electric vehicles, I am confident that Hero MotoCorp will soon emerge as a trusted brand in key markets in the region, just as it has done in other parts of the world," Hero MotoCorp Executive Chairman Pawan Munjal said at EICMA motor show here.

The company's philosophy to have a clean, equitable and hospitable planet for future generations is enacted through its products, and services, he added.

Hero MotoCorp CEO Niranjan Gupta said the company is collaborating with credible partners in the UK, Spain, and France to start commercial operations in each of these



markets by mid 2024.

"We will first introduce our electric scooter VIDA V1 in these countries and then expand our offerings with high-capacity premium ICE motorcycles and scooters, which are showcased here," he noted.

With expertise in providing high-quality personal mobility solutions at accessible prices, the company is confident that the new range of products will be appreciated by customers across geographies, Gupta said.

The VIDA V1 will be the first product to enter multiple European markets, starting with Spain and France.