

+ Hero MotoCorp enters Italy with Pelpi International distribution tie-up

Our Bureau
New Delhi

The country's largest two-wheeler maker Hero MotoCorp, on Monday, said that it has entered the Italian market through a distribution partnership with Pelpi International, and will be introducing Xpulse 200 4V, Xpulse 200 4V Pro and Hunk 440 to start with.

This expansion marks Hero MotoCorp's entry into its 49th international market, the company said in a filing to stock exchanges.

With two state-of-the-art R&D facilities in Germany and India, the company is committed to delivering future-ready, sustainable and smart mobility solutions that empower diverse rider preferences globally, it said.

"We aim to redefine 'The Future of Mobility' at a global scale with next-gen smart mobility solutions that cater to diverse riding preferences. With products that reflect both the explorer



DRIVING IN. This expansion marks Hero MotoCorp's entry into its 49th international market

and liberator spirit, we are inviting Italian riders to experience limitless freedom and limitless adventure every day," Sanjay Bhan, Executive Vice-President, Hero MotoCorp, said.

SALES AND SERVICE

The distribution of products from Hero MotoCorp will be managed by Pelpi International, which is one of Italy's largest distributors offering two-wheeler sales, service and parts across Italy

through a network of 160-plus dealers. Initial distribution of products from Hero MotoCorp will focus on key cities with 36-plus dealers, gradually expanding to 54, the company added.

"The Hunk 440 and Xpulse 200 fill crucial, highly competitive segments in Italy, offering a unique blend of technology and value that will resonate deeply with Italian consumers," Cesare Gali, Managing Director, Pelpi International, said.