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# Hero To Launch Dirt Bike



Hero Honda plans to launch a dirt bike in India. Yes a dirt bike (something similar to what you see in the above picture). The dirt bike will be launched under the Hero MotoCorp banner and is expected to go on sale by the end of 2011. It will be powered by a 180cc engine (hopefully Honda motor) and will be the first bike in that segment. However the bike is not being made in India, but is being imported in CKD form and being assembled at Hero Honda's Gurgaon facility. Price of this machine would be around Rs. 1.2 lakhs, putting it bang in Yamaha R15 territory. The company is launching the dirt bike as a brand building exercise, post its break up with Japanese auto major, Honda.

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