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Hero Honda Launches New Super Splendor



Hero Honda has launched a new variant of the Super Splendor priced at Rs 45,950 (ex-showroom, Delhi). The bike comes with self start and front drum brakes and now complies with BS III emission norms thanks to Honda Intelligent Ignition System for carburetor. It now features new seat, windscreen and tail light along with a 5-step adjustable rear shock absorber. After the introduction of the new variant, Hero Honda will phase out the old Super Splendor. Hero Honda introduced Super Splendor in 2005 with Quantum Core engine promising better mileage. The 125cc segment accounts for about 20% of the total motorcycle sales in India.

"The 125cc segment has been stagnant or even declining in the past one year, but we believe that we can grow the market. Our own expectation is to grow our own sales by about 15-20% in the 125cc segment," Hero Honda Motors Senior Vice-President (Marketing and Sales) Anil Dua said.

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