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Hero MotoCorp and Honda's technology sharing agreement comes to an end in 2014 and after which Hero has to stop the use of Honda's name, which not only includes the Hero Honda name (some spare part packaging still uses that name) but also Honda's patented CB, CD and PGM-FI names. Thus the company has already commenced the re-branding of its motorcycles, renaming the CBZ Xtreme as Hero Xtreme, the CD Dawn-Deluxe as HF Dawn Deluxe and the Karizma ZMR PGM-FI as Karizma ZMR FI (can be seen in the picture above). The name change on the ZMR won't be of a big difference as no one uses the PGM-FI when communicating the name of the bike but with the other two bikes, users will have to adapt to the name change.

When Hero Honda introduced the CBZ, there was no Xtreme name attached to it. Dropping the CBZ name on the CBZ Xtreme is not something which will go down well with CBZ fans, although Hero has no option. Remember the days when the CBZ was all new and used to carry the Super Sprint wordings below the rear seat? Hero will start an aggressive advertisement campaign in the coming days to convey these changes. However, Honda has already declared war on Hero by unveiling the Dream Yuga commuter motorcycle, which will help the Japanese automaker to snatch the numero uno position away from Hero.





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