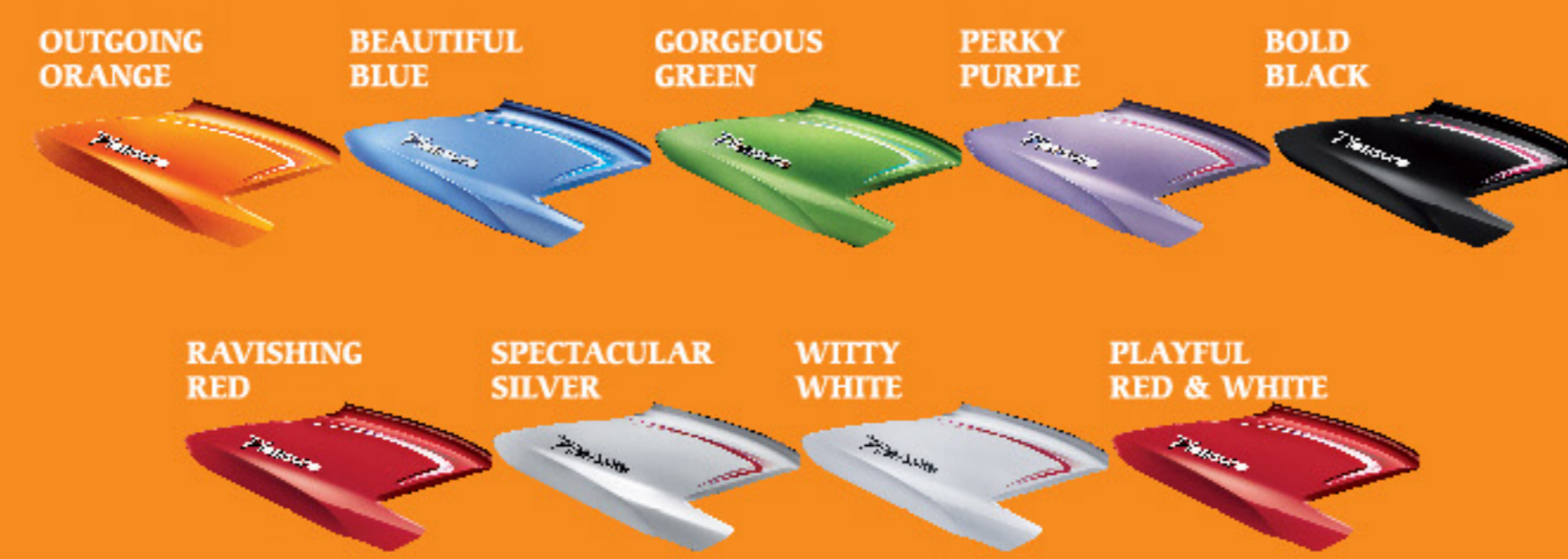


SPECIFICATIONS

Engine	Air-cooled, 4-stroke Single Cylinder OHC
Bore x Stroke	50.0 mm x 52.0 mm
Displacement	102cc
Compression Ratio	9.0 : 1.0
Maximum Power	5.03 kW @ 7000 rpm
Maximum Torque	7.85 N-m @ 5000 rpm
Maximum Speed	77 kmph
Clutch	Dry, Automatic Centrifugal Clutch
Ignition	C D I
Starting	Self-start
Front Suspension	Bottom Link with Spring-loaded Hydraulic Damper
Rear Suspension	Unit Swing with Spring-loaded Hydraulic Damper
Length x Width x Height	1750 mm x 705 mm x 1115 mm
Wheel Base	1240 mm
Ground Clearance	125 mm
Kerb Weight	103 kg
Tyre Size* Front	90/100 x 10 - 53 J*
Rear	90/100 x 10 - 53 J*
	*Tubeless Tyres
Front Brake	Internal Expanding Shoe Type (130 mm)
Rear Brake	Internal Expanding Shoe Type (130 mm)
	Integrated Braking System (IBS)
Fuel Tank Capacity	5 Litre (Min)
Head Lamp	12 V - 35 W / 35 W - Halogen Bulb (Multi-Reflector Type)
Position Lamp	12 V - 5 W X 2 Nos.
Battery	12 V - 4 Ah MF Type (Maintenance Free)



NOW SPELL FUN IN EXCITING COLOURS



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*Conditions apply. Warranty valid for a period of 5 years or 50,000 kms from the date of purchase, whichever is earlier.

Hero SafeTech **Hero StyleTech**

Hero SafeTech and StyleTech represent our design philosophy for advanced Safety and Styling through cutting-edge Technology and Innovation.

Regd. Office: Hero MotoCorp Ltd., 34, Community Centre, Basant Lok, Vasant Vihar, New Delhi - 110057. It is our endeavour to constantly improve our products. This could lead to changes in product specifications without notice. Accessories and features shown may not be a part of the standard fitment. Hero Pleasure complies with BSIII emission norms. Always wear a helmet while riding a two-wheeler. For further information, contact nearest Hero MotoCorp authorised outlet or call our toll-free no.: 1800-266-0018 or visit our website www.heromotocorp.com.



Why should boys have all the fun?

Stunning meter console

The eye-catching new meter console comes embedded with side stand indicator that alerts the rider about side stand position enhancing safety. Illuminating lights jazz up the console further.



The new and groovy Hero Pleasure lets you go places in style. Loaded with a host of attractive features, riding a Pleasure is an exhilarating experience.

You can now flaunt your signature style with an exciting new range of shades. With the mix of freedom and excitement, riding was never so much fun.

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Exclusive Showrooms for Women

LADY RIDER
It's my space
Women's Exclusive Club

Tubeless tyres

Designed for an enhanced performance, tubeless tyres prevent rapid deflation in case of puncture that guarantees you peace of mind. The sleek alloy wheels make for a zippy and spirited ride in and around the city.

Ride in style

Hero Pleasure is designed to give your style an impressive edge. Make heads turn while you're taking a fun-filled ride. The stunning new tail-light and multi-reflector headlights add a dash of sport to your ride.



Boot light in luggage box

Carry your world in the large under-seat box, to accommodate a helmet, documents, books and lot more. Lit with LED lights for visibility after dusk, it gives you all the convenience you need.



Integrated Braking System

Designed for improved stability, the new Integrated Braking System triggers both brakes with pressing just the left side brake lever thus significantly reducing the stopping distance. Additionally, you can use the right lever for front brakes alone and ride Pleasure with complete confidence.

Mobile charging socket

With a mobile charging socket, you can ride carefree and charge your phone at the same time, because your excitement should never run low on battery.

