

From Dream to Reality: This Diwali, Test Ride a Jawa, Yezdi or BSA and Stand a Chance to Win a Motorcycle

Category: Business

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JAWA YEZDI
MOTORCYCLES

TEST RIDE AND WIN YOUR DREAM BIKE

VISIT SHOWROOM TODAY.

EMI PER LAKH AT
₹ 1,888*

DOWN PAYMENT STARTS AT
₹ 4,999*

RATE OF INTEREST AT
4.75%*

JAWA 42 BOBBER

YEZDI ROADSTER

This Diwali, **Jawa Yezdi Motorcycles** is making ownership more accessible with attractive festive finance offers and the 'Test Ride and Win Your Dream Bike' campaign. Customers can now not only take advantage of attractive festive finance offers but also participate in the 'Test Ride and Win Your Dream Bike' campaign, giving them an opportunity to get even closer to the motorcycle they have always wished to call their own. Customers can choose from financing options that include EMIs starting at just Rs. 1,888 per lakh, interest rates starting at 4.75% and down payments from Rs. 4,999.

The advertisement features a blue sky background with a building facade in the background. The building has signs for 'JAWA YEZDI MOTORCYCLES' and 'BSA MOTORCYCLES'. Two motorcycles are displayed in the foreground: a Jawa 42 Bobber on the left and a Yezdi Roadster on the right. The Jawa 42 Bobber is white with blue and black accents, while the Yezdi Roadster is black. The text 'JAWA 42 BOBBER' and 'YEZDI ROADSTER' is written below their respective bikes. On the right side, there is a large white text 'TEST RIDE AND WIN YOUR DREAM BIKE' and a red button 'VISIT SHOWROOM TODAY.'. Below this, there are three red boxes with white text: 'EMI PER LAKH AT ₹1,888*', 'DOWN PAYMENT STARTS AT ₹4,999*', and 'RATE OF INTEREST AT 4.75%*'. A small vertical text '© 2023 Jawa' is visible on the far right.

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Test Ride a Jawa, Yezdi or BSA and Stand a Chance to Win a Motorcycle

These options offer greater flexibility in planning a purchase, making it easier for enthusiasts to take home the motorcycle they have long aspired to own. Owning a Jawa, Yezdi or BSA is about choosing a motorcycle with a distinct character and making its story part of one's own. Whether it is the timeless style of Jawa, the bold and adventurous spirit of Yezdi or the legendary British craftsmanship of BSA, each brand offers riders a distinctive way to express who they are and how they choose to ride. Combined with the 'Test Ride and Win Your Dream Bike' campaign, this festive season gives aspiring riders yet another reason to visit their nearest dealership and experience these motorcycles firsthand.

Anupam Thareja, Co-founder, Classic Legends, said, *"For many people, owning a motorcycle begins as an aspiration, often sparked by one they see on the road, discover online or experience through a friend. This Diwali, we want to make it*

easier for them to act on that aspiration. Our festive initiatives are designed to make that aspiration easier to act on and bring more riders closer to motorcycles they have long admired. Each of these brands has a distinctive character and a strong emotional connection with riders. We are making the first step towards ownership easier, while preserving everything that makes these motorcycles desirable."

This Diwali, the journey from dreaming of a Jawa, Yezdi or BSA to making it your own is easier than ever. Visit your nearest authorised Jawa Yezdi Motorcycles dealership, take a test ride, explore the festive finance options and stand a chance to win your dream motorcycle.

About Classic Legends Pvt. Ltd. & BSA Motorcycles

Classic Legends Pvt. Ltd. was founded with a vision to reintroduce iconic motorcycle brands in India & international markets. The company currently boasts an elaborate portfolio constituting Jawa, Yezdi & BSA marquee brands. It aims to bring consumers a quintessential motorcycling lifestyle experience by co-creating exciting product and service offerings within its motorcycling ecosystem and bringing back renewed fervour into the performance-classic motorcycle market.

JAWA – YEZDI www.jawayezdimotorcycles.com

BSA – www.bsamotorcycles.in

