**Jawa Yezdi Motorcycles strengthens domination in the factory custom segment with the stunning new Jawa 42 Bobber**

***On Embargo until 5:00 PM IST on 30th September, 2022***

**Kochi, September 30, 2022:** The year was 2018! When Jawa Yezdi Motorcycles announced its comeback with three new Jawa models, it was the Perak that caused the maximum stir with its dark, mysterious demeanour and never seen before styling. Formally launched a year later, the Jawa Perak pioneered the ‘Factory Custom’ segment in the country. It immediately went on to become a street favourite, kickstarting its own cult by giving people an option to own a custom motorcycle based on the Jawa that came with the reassurance of a factory-built one.

Fast forward to today, and it’s time for another ‘Factory Custom’ to join the Jawa Yezdi Motorcycles’ stable. This time it is the Jawa 42 that gets the factory custom treatment as the all-new Jawa 42 Bobber. Aimed at taking the bobber and factory custom culture in India to the next level, the new motorcycle will be available in three glossy colours – Mystic Copper, Moonstone white and a dual tone Jasper Red. Not just a design & styling exercise, the all-new 42 Bobber also features ergonomic and tech enhancements to elevate the ‘Factory Custom’ experience.

The new motorcycle will be priced at INR 2,06,500, ex-showroom Delhi, onwards and will be available for test rides and deliveries across Jawa Yezdi dealerships starting early next week.

Taking the wraps off the new motorcycle, **Ashish Singh Joshi, CEO – Classic Legends** said**,** “The new 42 Bobber is an amalgamation of success stories for us. The Jawa 42 was our quirky take on a modern retro motorcycle that clicked so well amongst youngsters that it became one of our highest selling models. With the Perak, we created an all new ‘Factory Custom’ segment in the country and its popularity and fan following is not hidden from anyone. The new 42 Bobber combines the best of both worlds blending the performance & individuality of a bobber with the youthfulness & vibrancy of the 42. With this, we aim to cater to a wider set of riders seeking a custom motorcycle that is distinctive, stylish and upbeat.”

While the Perak was born to rule the dark, the new 42 Bobber is full of flair. The new motorcycle not just stays true to the bobber essentials – minimalist bodywork, chopped fenders, low single seat and fat tyres, but also tops it off with a dash of colour and flamboyance.

The Jawa 42 Bobber gets an all-new styling package that is not just head turning but also functional and follows the minimalism that bobbers are famed for. Starting from the front, it gets a new round headlamp and independent clock console, new handlebar, new fuel tank and a completely redesigned seat.

The new fuel tank features ergonomically carved knee recesses with tank pads that not only add a modern-retro touch but also offer grip while riding. The fenders and side panels are finished in gloss black to make the new colours stand out even more.

The independent clock console and neatly packaged headlamp unit are inspired by the 42 but honed to make the frontend look muscular. The digital clock console with contrasting LCD screen offers all vital info and great visibility from the saddle. The lighting all around is LED and the motorcycle also gets new switchgear to control these functions.

The floating seat is a completely new unit with a redesigned seat pan, cushioning and upholstery. This new seat also forms the base for 42 Bobber’s enhanced ergonomics. A lot of effort has been put to come up with a seating posture that is engaging, comfortable and versatile to suit rider preferences. The new handlebar, new forward foot controls (foot pegs & levers) and seat offer a new rider’s triangle. Versatility comes from a 2-step adjustable feature on seat which can be moved front and back as per rider’s preferences. The result is a more comfortable riding posture that also puts you in the mood for some spirited riding; exactly what a Bobber is meant for!

Talking of spirited riding, the 42 Bobber carries forward Perak’s legacy with its 334cc engine that produces 30.64PS of power and 32.74Nm of torque mated to a slick 6-speed transmission. The result is authoritative performance throughout the rev range. Whether riding in the city or blasting through open highways, the 42 Bobber is tuned to keep its riders grinning ear to ear. The competitive chassis now gets even better with retuned suspension and recalibrated brakes for a sharper feel. Speaking of the brakes, the 42 Bobber comes with the best-in-class Continental dual channel ABS as standard.

The result is a motorcycle that inspires a befitting ‘Meander’ brand campaign which is the perfect embodiment of the spirit of the 42 Bobber. While Meander has the geographical connotation of moving from one place to the other without having a fixed plan, it’s also used in the context of the mind, where the mind is constantly meandering from one thought to the other as you ride. Riding on a whim, riding on a dream or riding just for the heck of it - the 42 Bobber is a motorcycle made for riding as you please!

**Note to the Editor:**

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| **Colour Variant** | **Price INR**  |
| Mystic Copper | 2,06,500 |
| Moonstone White | 2,07,500 |
| Jasper Red (Dual Tone) | 2,09,187 |

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