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L&T Finance, a non-banking financial company (NBFC) with a two-wheeler finance business book size of Rs 9,190 crore as of the quarter ending June 2023, has announced a strategic partnership with Ather Energy.

Under this partnership, L&T Finance will facilitate up to 100% financing of the loan-to-value of Ather Energy's electric vehicles (EVs) for its customers. The loan amount will be based on the on-road price, encompassing the ex-showroom cost, regional transport office (RTO) charges, and vehicle insurance, and will be determined according to the customer's credit profile.

Sanjay Garyali, Chief Executive - Urban Finance, L&T Finance, said, "For the Indian two-wheeler segment, we expect strong growth across the industry. This growth is expected to be fuelled by improved purchasing power, increased dependence on personal mobility for millennials, and shifting preference towards vehicles powered by technology and artificial intelligence."

"Considering these aspects, it won't be surprising to see the penetration of vehicle financing in India, which currently stands at around 60% and grow to 75% in the next few years," Garyali added.

Ravneet Phokela, Chief Business Officer, Ather Energy said, "Ather has since inception, focused on building strong partnerships with banks, NBFCs etc to introduce lucrative EV financing for our users. In fact today, more than 50% of Ather's customers opt for vehicle financing as their preferred mode of purchasing our scooters."

Introducing Honda's flagship offering, Tsutsumu Otani, Managing Director, President and CEO, Honda Motorcycle & Scooter India, said, "Over the years, the Honda Gold Wing has redefined the concept of luxury touring on two-wheels with its hi-tech features and ultra-comfortable riding experience. HMSI is certain that the new Gold Wing Tour will excite the travel enthusiasts and raise the level of their touring experience by several notches."

Commenting on the launch of the new Gold Wing Tour, Yogesh Mathur, Director, Sales and Marketing, Honda Motorcycle & Scooter India, said, "Honda's legendary Gold Wing Tour continues to set new standards in the modern touring category with class-leading luxury,

comfort, performance and safety. We are happy to announce that the bookings for new Gold Wing Tour are now open and customer deliveries of this flagship luxury tourer will begin in India from October 2023 onwards.”

Styling and Equipment

Honda Gold Wing Tour features a fully LED lighting system, a feature-rich cockpit with a 7.0-inch full-colour TFT display that supports Android Auto and Apple CarPlay and provides riding, navigation and audio information. There is an extended electric screen for excellent wind protection, Bluetooth connectivity with two USB type-C sockets, Tire Pressure Monitoring System (TPMS), Airbag and a host of other equipment.

Engine and Performance

At the heart lies a massive 1833cc, liquid-cooled, 4 stroke, 24 valve, flat six-cylinder engine that delivers a 93 kW power and 170 Nm of peak torque. The engine is paired with a 7-speed Dual Clutch Transmission (DCT). It also features a convenient creep forward and back function for convenient low speed maneuverability.

Equipped with innovative electronics for seamless performance, it features a Throttle-By-Wire (TBW) system along with four riding modes (Tour, Sport, Econ & Rain) that truly help tailor the riding experience.