

# THE JAWA LIFE

Newsletter | 11<sup>th</sup> December, 2019





## Welcome to the world of Jawa



As we cross the one-year milestone, a huge shout out to Kommuniti & new members of Jawa family for their unwavering support. An exhilarating adventure is what we want to call the year gone by, looking back at it fills us up with renewed zeal, a zeal to build beautiful machines, curate authentic experiences and create memorable stories with the ever growing Jawa Kommuniti. Embarking on that journey with this one small step, here's bringing to you a fresh version of weekly newsletter.

Fresh stories demand a fresh newsletter. The return of Jawa was very special for all of us, majorly because it meant we could experience & recreate all those 'stories on the motorcycle' we grew up listening & aspired to be part of one day. And boy, all of us are doing just that and that too at such an amazing pace. Every day we come across loads of posts on Instagram, new generations of riders experiencing this timeless emotion & wanting to share it with everyone. This is our attempt to build a platform to showcase get those stories out to the world.

We take this opportunity to urge you all to share your stories with us. Whether it's about how you discovered that hidden landscape when you took your Jawa on the road less travelled, or that catchy one line you use to describe the thrill of riding it, just tell us all of them. You can DM us on FB or Instagram & we'll feature them here & share with the world. So, to kick off this exciting journey we want to start off with a story very close to us, it's about something we at Classic Legends worked really hard to create, the 293cc motor that's powering our Jawas now. Enough said, now indulge yourself in this tale & once done take your Jawa for a spin & create a new one.

Ride Safe  
Ashish Singh Joshi  
CEO



## Heart of Gold

'Icons of golden eras seldom come back for another generation.' That was the first line we used to announce the arrival of the engine, one year in the past yet seems just like yesterday!

**293** cc

**27** bhp

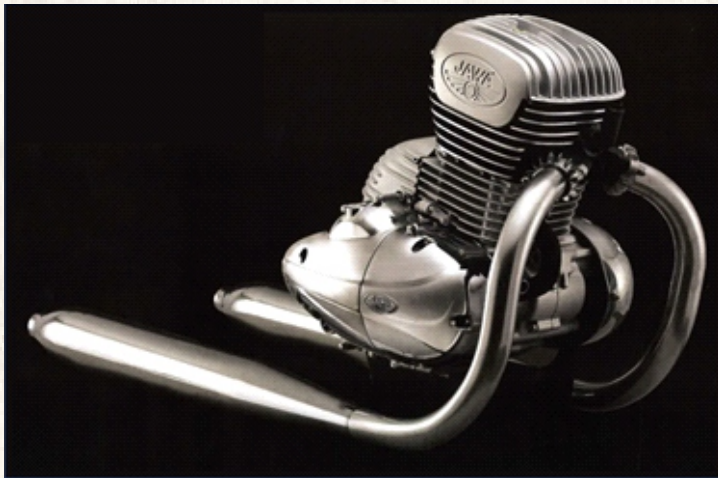
**28** nm

You know the specs, 293cc - Liquid Cooled - Single Cylinder - DOHC, but these numbers alone don't do justice to the engine. The brief was to build an engine that had the Jawa DNA. Classic, yet sporty. Though the team debated on many concepts, one thing was clear, engine had to be free revving.

### Classic yet sporty

Working closely with one of the world's leading engine specialist at the technical center in Varese, Italy, not only did we build an engine with a near flat torque curve and generous mid-range, but also a motor strong enough to last a lifetime. Piece by piece bringing together Classic and Sporty all in one!

However, it was not just the aesthetics, power delivery and that unique exhaust note we tried to engineer. We were also in pursuit to make an engine which is cleaner, powerful & yet delivers a better fuel efficiency.



Classic doesn't always mean slow & unresponsive, Jawa is a motorcycle that pays homage to its racing legacy from the 60s & 70s. Be it grand prix at the hallowed Sholavaram circuit, Clubmans race at Lohegaon & Juhu, hill climb races in Pune or the town to town race between Kolhapur & Poona, it was always a Jawa which aced them. The engine was thus designed to be sporty & hence inheriting the authenticity of that racing legend.

However, it was not just the past legacy that was in focus, the engine was designed keeping BS6 norms in mind. The tech that it carries enables for a quick adaption to the BS6 norms.

# Financing your Jawa

## 7 facts you may not know

We got a really encouraging response when we opened online bookings & thanks to your quick feedback, we shortly introduced the dual channel ABS variant & financing program. Over the year financing program evolved into a unique one. Here's quick summary of top features of the program

- 1) Did you know that you can own a Jawa motorcycle by exchanging your old motorcycle?
- 2) Did you know that there are 9 national partners & many regional partners to choose from so that you can get them tailor make a finance scheme for your purchase of Jawa motorcycle?
- 3) Did you know that the loan EMI on your Jawa motorcycle can be as low as Rs. 4784/month?
- 4) Did you know that you can keep EMI repayment tenure up to 5 years?
- 5) Did you know that you can avail up to 100% financing on Jawa motorcycle?
- 6) Did you know that there's no limit for financing accessories?
- 7) Did you know that loan amount could be disbursed within 4 hours of documentation submission?

So, don't miss out, please reach out to your dealership & discuss about these unique features of the program.

## Caring for your Jawa

We all love that memory of those Sunday mornings, accompanying father while he's doing his motorcycle maintenance chore. Those are some of the timeless experiences. Here's top things you can do to indulge with your Jawa on Sunday morning, that is of course when you are not riding it.

**Lubricating the chain:** Lubricate chain every ~1000kms. Check chain slackness (should not exceed 25-30 mm). Recommended chain lubricant MOTUL CHAIN CLEAN/ LUBE. (Use of only soft brush or dry cloth with chain cleaner designed for O-ring chains for cleaning dirty chain).

**Checking engine oil level:** Check the oil level as follows -> Start the engine & let it idle for 3-5 minutes -> Stop the engine & put the motorcycle upright -> After 2-3 minutes check the oil level through oil level check window on right side of engine and ensure that it levels between the upper & lower level indicator.

**Disc & brake pad inspection:** Check the wear indicator grooves in each pad. If either pad is worn to the bottom of the groove, replace both pads as a set. Check the thickness of disc at several places, if the thickness is less than 4.5mm, replace the disc. Get the replacements done at your nearest authorized dealership

**Rear shock absorber adjustment:** Adjuster provided at the bottom of spring has 4 notches, insert C spanner at bottom of adjuster & rotate to change notch position. Moving adjuster up will increase spring tension (for high load usage) & moving down will reduce it (for low load usage). Adjust both left hand & right hand shock absorbers to same position.



## Dealership of the week: Safina Motors



### Why did you choose start a Jawa dealership?

Back in the day my grandfather Dr Hajee Abdul Sattar Sait owned a Jawa Dealership in 1964 and the very first Jawa in India rolled out of our dealership in Bangalore. So when the opportunity came to be associated with the brand once again in 2016, I just could not say no. How can I not grab the opportunity to further the legacy of Jawa brand and most importantly that of my family? I immediately came onboard & here we are today.

### What's your definitive Jawa story?

My father Feroz Sattar Sait started the first Jawa Yezdi Club in 1975. Growing up, looking at his passion for the club & in particular for the Jawa & Yezdi motorcycles, I knew that I wanted to be in on this, it just feels right, it feels home.

### What are your plans & message for Jawa Kommuniti in the city?

We have one of the best showrooms in the city located at the iconic Safina Plaza. And we are targeting to be the top performing dealership in the country once again! And I'm sure we'll achieve that as the three generations viz. me, my father and my grandfather are doing what we love with renewed passionate about what we are doing. We have big things coming for Jawa lovers. Get your riding gear set cause we're about to go on a wild ride!

That's all for this week. Do you have a story you'd like to share? DM us on FB or Instagram with the headline: My Jawa Story. The most interesting ones will get published in this newsletter. Do send us your feedback and suggestions on what else you would like to see in this newsletter.



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