



DSK Motowheels launches the first ever super bike showroom in Raipur

- DSK Motowheels becomes the first ever Super Biking company in India to open a showroom in the state of Chhattisgarh
- “Reva Motors” Superbiking Showroom to showcase five unique Hyosung bikes at attractive prices

Raipur, March 18th, 2013- There is good news in store for bike enthusiasts in Raipur as DSK Motowheels along with S&T Motors Corporation today announced the launch of their first super bike showroom in Raipur- Capital of Chhattisgarh

Continuing their dream run and strategically reinforcing their long term plans of setting up a pan India network in tier 2 cities, DSK Motowheels announced the launch of their exclusive showroom - “Reva Motors” in Raipur the state capital Chhattisgarh.

Located at ‘Reva Motors’ A-10 Agrasen Nagar, Opp. Din Dayal Upadhyay Nagar police Station, Ring Road no 1, Raipur, will showcase five new Hyosung superbikes Aquila Pro (650 CC sports cruiser), GT 250 R (250 CC sports bike), GT650R-2013 model (650cc Sports bike), ST 7 (700 cc Cruiser bike) & GT 650 N (650cc naked sports bike).

The newly launched bikes are available at an attractive introductory price of, Rs. **281000** for GT 250 R, Rs. **396000** for GT 650 N, Rs. **490000** for GT650R, Rs. **511000** for Aquila Pro whereas Rs. **592000** for ST 7 (all ex-showroom price). The showroom is equipped with 3S facility to provide world class services to customers.

DSK Motowheels network is currently present in cities like Pune, Mumbai, Goa, Delhi, Ahmedabad, Indore, Bangalore, Kolkata, Cochin, Chandigarh, Hyderabad, Dimapur, Imphal, Aizawl, Guwahati, Bhubaneswar, Nagpur and Ludhiana.

DSK Motowheels also offers unique 24*7 emergency services. Customers would be offered 24*7 on call breakdown service, onsite emergency repairs, battery jumpstart, Fuel delivery, lost key support, transfer/towing of vehicle and taxi drop facility.

Speaking on the occasion Mr. Shirish Kulkarni, Managing Director, DSK Motowheels said that, *“It gives us immense pleasure to enter this highly lucrative and untapped region*

and to announce the opening of our exclusive showroom for the world class DSK Hyosung products in Raipur. To put the record straight this is the first ever exclusive super bike showroom in Raipur which would offer range of DSK Hyosung Superbikes. Raipur is currently one of the fastest growing cities in India and that is of the reason behind launching the showroom. The reason of launch was also largely driven by the growing popularity of super biking culture in Chhattisgarh. We have always believed that this region has a lot of potential for the super biking segment but unfortunately none of the super biking companies has tapped this region. Opening this new showroom is a reinforcement of our commitment to provide the best services to bike lovers in this region and create a super biking culture in the region.”

DSK Motowheels

Established in 2012, DSK Motowheels a part of the Rs. 5000 crore DSK Group forayed into the fast growing automobile sector by entering the niche segment of powerful and aspirational bikes with an association of Hyosung (Part of S&T Motors) in India. Taking forward the rich legacy and dynamic entrepreneurship, Mr. Shirish Kulkarni (Managing Director DSK Motowheels), heads the operation of DSK Motowheels with a primary objective of providing India with a world class super biking experience at an affordable price.

With a CKD plant in Wai and dealerships spread across India. **DSK Motowheels currently has the largest super bike dealership network in the country.** DSK Motowheels has entered into a partnership with S&T Motors, South Korea, manufacturers of the Hyosung brand – a brand which has earned repute amongst the global super biking fraternity. Internationally, Hyosung have come to represent a high-end biking experience at a value-for-money proposition. The brand has gained excellent acceptance in the US, South America, UK, Australia as well as many Asian countries. By partnering with S&T Motors, DSK Motowheels is now bringing this global biking experience to India.
