

## DSK Motowheels launches the first ever super bike showroom in Ludhiana

- First ever Super Biking Showroom in Ludhiana
- “Soni Motors” Superbiking Showroom to showcase five unique Hyosung bikes at attractive prices

Ludhiana, February 22<sup>nd</sup>, 2013- There is good news in store for bike enthusiasts in Ludhiana as DSK Motowheels along with S&T Motors Corporation today announced the launch of their third super bike showroom in the North region in Ludhiana.

Continuing their dream run and strategically reinforcing their long term plans of setting up a pan India network, DSK Motowheels announced the launch of their exclusive showroom - “Soni Motors” in Ludhiana an emerging city in Northern India.

Centrally located on R K Road, Industrial area-A, Cheema Chowk, Ludhiana, will showcase five new Hyosung superbikes Aquila Pro-GV 650 (A 700 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. 2,80,000 for GT 250 R, Rs. 3,94,000 for GT 650 N, Rs. 4,87,000 for GT650R, Rs. 5,08,000 for Aquila Pro whereas Rs. 5,89,000 for ST 7 (all ex-showroom price). The showroom is equipped with 3S facility to provide world class services to customers.

DSK Motowheels currently has a strong dealer network across the country in cities like Pune, Mumbai, Goa, Delhi, Ahmedabad, Indore, Bangalore, Kolkata, Cochin, Chandigarh, Hyderabad, Dimapur, Imphal, Aizawl, Guwahati, Bhubaneswar & Nagpur.

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 Hyosung products in Ludhiana. To put the record straight this is the first ever exclusive super bike showroom in Ludhiana which would offer range of Hyosung Superbikes and top class services for bikes aficionados in the city. The reason behind launching the*

*showroom was largely driven by the growing popularity of super biking in Punjab as well as the increasing demand for aspirational bikes. 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 and opening this new showroom is a reinforcement of our commitment to provide the best services to bike lovers in the Northern region.”*

### **DSK Motowheels**

Established in 2012, DSK Motowheels a part of the Rs. 4000 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) son of Mr. D. S Kulkarni, 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 over 18 dealerships spread across India, 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 superbiking 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.