



## DSK Hyosung Super Bikes Rides into Kolhapur

- *DSK Hyosung Company owned Company operated Super Bike Showroom launches in Kolhapur*
- *“DSK Hyosung“ to showcase the range of Super Bikes at attractive prices*

**Kolhapur, 7<sup>th</sup> August 2013:** There is good news in store for bike enthusiast in Kolhapur as DSK Hyosung Motors today announced the launch of their new company owned showroom in Kolhapur. The launch of this showroom marks the launch of 27<sup>th</sup> Showroom for DSK Hyosung in the country and 4<sup>th</sup> in Maharashtra, making it the brand with the widest network of Super Bike showrooms which has further enhanced DSK Hyosung’s reach on the Indian super biking Map.

During the launch, **Shirish Kulkarni, Chairman, DSK Motowheels Pvt Ltd** said “It gives us immense pleasure to enter this highly lucrative market of Kolhapur and DSK Hyosung is delighted to announce the opening of our showroom for the world class products for the Superbike enthusiast in Kolhapur.”

Mr. Kulkarni further added, “It is an exciting opportunity for us as DSK Hyosung symbolizes dynamic forward moving people and is among the most coveted premium brands in India. DSK Hyosung firmly believes and is committed to offer Super Bikes of high quality to bike aficionados at affordable price. We are confident that our products and after sales services in Kolhapur will take the super bike experience to the next level.”

The showroom will showcase the entire gamut of DSK Hyosung Super Bikes: **Aquila Pro (650 CC sports cruiser), GT 250 R (250 CC sports bike), New GT650R (650cc Sports bike), ST 7 (700 cc Cruiser bike) & GT 650 N (650cc Naked sports bike).**

The super bikes would be available for the bike lovers in the city at an attractive prices of **Rs.2,76,000 for GT250R, Rs.3,96,000 for GT650N, Rs.4,90,000 for GT650R, Rs.5,38,000 for Aquila Pro and Rs.6,12,000 for ST7 (all ex-showroom price).**

For the record DSK Hyosung has a strong presence in the tier I & II markets like Delhi, Mumbai, Chennai, Jaipur & Pune the brand also has a remarkable presence in cities like Raipur, Nagpur, Indore and Guwahati.

**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.**

DSK Hyosung Superbikes showroom strategically located at 343,E Ward opposite Railway Station Bus stop, Station road, Kolhapur.Maharashtra.416001. This company owned ultra-modern showroom is integrated with all after-sales services to the customer. All operations related to sales are efficiently covered from the space, which ensures comfort to the customer at the point of sales.

#### **About DSK Motowheels**

**Established in 2012, DSK Motowheels is a part of DSK Group (Diversified business group with a turnover of over Rs. 5000crores) forayed into the growing automobile sector by entering the niche segment of powerful and aspirational bikes in an association with Hyosung (Part of S&T Motors - Korea). Taking forward the rich legacy and dynamic entrepreneurship, Mr. Shirish Kulkarni, Chairman DSK Motowheels Pvt Ltd, spearheads the brand DSK Hyosung in India with a primary objective of providing a world class super biking experience at an affordable price.**

**With a CKD plant in Wai, DSK Hyosung enjoys the status of having the largest number of superbike network in India. Being a leading super biking brand of global repute, Hyosung is known for its high-end biking experience at a value-for-money proposition. Renowned for its products, technology and quality, Hyosung dominates the super biking market in US, South America, UK, Australia and many Asian countries including India.**

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