



## Press Release

### **DSK Hyosung cruises into Jodhpur with first exclusive superbikes showroom in the city**

*This has marked the presence of 40th DSK Hyosung showroom in the country*

**Jodhpur, December 9, 2014:** Enhancing accessibility for the bike enthusiasts in Jodhpur, DSK Hyosung today announced the launch of their exclusive superbikes showroom in Jodhpur. DSK Hyosung, a name celebrated for the premium bikes has inaugurated their showroom – ‘Aashiya Superbikes’, located at B26/28, Industrial Estate, New Powerhouse Road, Jodhpur.

The showroom will have the entire India range of DSK Hyosung from the Aquila 250 right up to the ST7 cruiser on display. The new showroom has been especially designed as a destination for the urban motorcyclists and enthusiasts in the city. The showroom will ascertain a complete superbiking experience with charismatic display areas and a vibrant team of well trained personnel guaranteeing world class service and functioning to the brand’s patrons.

Speaking at the inauguration of the new showroom **Shivapada Ray, COO, DSK Hyosung said,** “I would like to congratulate the team Aashiya Superbikes for bringing the experience of DSK Hyosung in the city and we are assured that they will further assist us in achieving our commitment of brining world-class customer experience to every bike owner and enthusiast. Entering Jodhpur is part of our strategic expansion plan in order to align DSK Hyosung’s presence across locations with prospective buyers and to gain competitive advantage; generate strong brand eminence. With increased presence, we hope to open doors to a whole new set of DSK Hyosung riders in the coming future.”

The showroom will showcase the entire gamut of DSK Hyosung Super Bikes at attractive price points:

- **Aquila 250 (250cc Luxury Cruiser) – Rs. 3,00,882**
- **GT 250 R (250cc Sports bike)- Rs.3,04,733**
- **GT650R (650cc Super Sports) - Rs.5,06,336**
- **Aquila PRO GV 650 (650cc Sports Cruiser) - Rs.5,52,276**
- **ST 7 (700cc Classic Cruiser Bike) - Rs.6,45,348**

All these prices are ex-showroom Jodhpur.

DSK Hyosung has a strong presence across the country including cities like Delhi, Mumbai, Bangalore, Kolkata, Chennai and Pune; the brand also has a remarkable presence in cities like Jaipur, Raipur, Aizwal, Indore, Lucknow, Nagpur, Noida, Surat, Patna, Hubli, Dimapur and Vishakhapatnam. **DSK Motowheels also offers unique 24\*7 emergency services. Customers are offered 24\*7 on call breakdown service, onsite emergency repairs, battery jumpstart, and fuel delivery, lost key support; transfer/towing of vehicle and taxi drop facility.**

### **About DSK Hyosung**

Established in 2012, DSK Motowheels, a part of the DSK Group (Diversified business group with a turnover of over Rs. 5000 crores) forayed into the growing automobile sector by entering the niche segment of powerful and aspirational bikes in association with Hyosung, Korea. The company assembles and markets these superbikes under the brand name of DSK Hyosung.

Taking forward the company's rich legacy of dynamic entrepreneurship, Mr. Shirish Kulkarni, Chairman DSK Hyosung, spearheads the brand's operations in India with the primary objective of providing a world class super biking experience.

With a CKD plant in Maharashtra, the brand enjoys the status of having the strongest most well entrenched superbike network in India. Being a leading super biking brand of global repute, Hyosung is known for its high-end biking experience, extended product line, technology and quality. Hyosung dominates the super biking market in the US, South America, UK, Australia and many Asian countries including India.

To know more about DSK Hyosung's product portfolio please visit – [www.dskhyosung.com](http://www.dskhyosung.com)