



## Press Release

### **DSK Motowheels organises HyRiders' Club Ride from Pune to Khandala**

*DSK Hyosung riders come together for a thrilling ride and some invigorating interaction.*

**Pune, February 01, 2015:** DSK Hyosung, one of India's most celebrated players in the premium superbike segment organised a pulsating ride for the members of its DSK HyRiders Club on February 1, 2015. The DSK HyRiders Club is an exclusive community comprising of riders who own DSK Hyosung superbikes. This community came together for an exciting event starting from the company's showroom at Satara Road in Pune to the hilly precincts of Khandala.

Followed by a briefing on rules and regulations, the ride began from the company's showroom in Pune on Sunday early morning, with a flag off done by Shivapada Ray, COO, DSK Motowheels Pvt. Ltd.

Speaking on the occasion, **Shivapada Ray, COO, DSK Motowheels said**, "The DSK HyRiders Club aims to bring together people with a passion for the best-in-breed DSK Hyosung bikes. It acts as an opportunity for them to share their adventures while breezing through some breath taking landscapes. We were extremely delighted with the response to the ride. It felt like one big happy family had gathered to immerse themselves in an adventurous and thrilling experience."

After vrooming on their superlative superbikes, the riders reached Khandala all charged up and excited by the ride. The journey was resplendent giving the riders a chance to experience spectacular views while cruising across roads devoid of the hassles of everyday traffic.

At Khandala, the DSK HyRiders Club members topped off their excitement from the ride with a delicious breakfast. This was followed by a discussion on safety tips for riding on superbikes. After a memorable experience with fellow DSK HyRiders, the group embarked for the return journey to Pune, concluding a day of adrenaline rush and sporty adventure.

Overwhelmed by the extremely positive response received by the ride, the DSK HyRiders Club will put together more such events across India in the coming future, building a community of passionate DSK Hyosung riders and cultivate a deeper biking culture in the geography.

#### **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 Motowheels Pvt. Ltd. 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)