



## Press Release

### **DSK Hyosung inaugurates its exclusive superbikes showroom in Kochi.**

*Riding its way down south DSK Motowheels launches a new showroom in the country.*

**Kochi, January 14, 2015:** - DSK Hyosung, a celebrated name in the premium super bikes segment has covered another milestone with the inauguration of its first exclusive superbike showroom in Kochi on the 14th of January 2015. Following the success of its existing showrooms in various parts of the country, this new setup also offers a complete range of super bikes from 250cc – 700cc, under the dealership of Kanif Motors, which is situated in a plush locale of Vanaja Arcade, Near St. George Church, Chuttupadukara, Edappally. The showroom was inaugurated by Mr. Shivapada Ray, COO, DSK Motowheels Pvt. Ltd.

This new showroom is designed to fit the pre-requisites of a modern day showroom in an urban set up. It will serve the customers with utmost commitment and complete focus with 3S (sales, service and spares) facility. 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.

**Elaborating on the inauguration of the showroom, Shivapada Ray, COO, DSK Motowheels Pvt. Ltd said,** “Bearing in mind the mounting demand for superbikes and the steady commercial development of the southern region of the country like Kerela, Andhra Pradesh, Tamil Nadu etc., reaching to some of the major cities in this region is a very calculated move. As part of our strategic expansion, we plan to tap all the major cities in every corner of the country. Kochi has always been a high potential market for two-wheelers with consumers nursing a firm aspiration for superbikes heightened by its urban appeal. Our objective is to give die-hard premium bike enthusiasts a first-hand experience of world class biking with well trained staff offering exclusive services to all our customers.”

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

- **Aquila 250 (250cc Luxury Cruiser) – Rs.2,86,000**
- **GT250R (250cc Sports bike)- Rs.3,02,000**
- **GT650R (650cc Super Sports) - Rs.4,83,000**
- **Aquila PRO (650cc Sports Cruiser) - Rs.5,30,000**
- **ST 7 (700cc Classic Cruiser Bike) - Rs.6,04,000**

**All these prices are ex-showroom Kochi.**

DSK Hyosung has a strong presence across the country, and it is the only superbike brand with the largest sales and service network. 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 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)

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