



Press Release

DSK Hyosung continues aggressive network expansion with showroom in Hubli

The new showroom strengthens DSK Hyosung's largest network presence in the country

Hubli, 6th August 2014: DSK Hyosung added panache to the city of Hubli, Karnataka with the inauguration of its first exclusive superbike showroom in the city. The *Pinakin Motors* showroom was inaugurated by Mr. Shirish Kulkarni, Chairman DSK Hyosung. An exciting range of DSK Hyosung superbikes for the city was also unveiled at the event.

The sprawling new showroom is strategically located in the business hub of the city at Hubli-Dharwad Road, beside Darga, Kamangar Building, Bhairidevarkoppa. Equipped with one-stop 3S service facility (sales, service, spares), the showroom will be managed by fully-trained service personnel, ensuring superior functioning and service to the brand's growing brigade of bike aficionados.

Speaking on the occasion, Mr. Shirish Kulkarni, Chairman, DSK Hyosung said: "Pursuing our robust footprint expansion strategy in tier II and tier III cities, we are delighted to partner with Pinakin Motors for our new showroom in Hubli. We are confident that Pinakin will further our brand's commitment of offering the highest standard of quality and customer service. The launch of this showroom takes our network footprint to a total of 37 in India; reiterating our network strength with the strongest most well entrenched presence across the country in the super biking segment."

Elaborating on the potential of the city, Mr. Kulkarni said: "Hubli today is only second to Bangalore when it comes to industrialization be it IT, industry, petroleum, textile, pharma or retail. The twin cities of Hubli and Dharwad have become fast

emerging commercial hubs in northern Karnataka, attracting an influx of population seeking better growth and employment opportunities. These factors have contributed to the transformation of the city along with the growing aspirations for a good life and an appetite for luxury. The city is warming up to the idea of high performance superbikes and the initial response from Bangalore has encouraged us to bring our offerings to Hubli. We are enthusiastic about becoming a part of the city's growth story and capturing loyalties amongst serious biking aficionados who are ready to take the leap."

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

- Aquila 250 (250 cc luxury cruiser) - Rs. 2,83,000/-
- GT 250 R (250 cc sports bike)- Rs.2,93,000/-
- GT 650 N (650cc naked sports bike)- Rs.3,83,500/-
- GT650R (650cc super sports bike) - Rs.4,74,500/-
- Aquila PRO GV 650 (650 CC sports cruiser) - Rs.5,21,000/-
- ST 7 (700 cc classic cruiser bike) - Rs.5,94,000/-

All these prices are ex-showroom Hubli.

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 Raipur, Aizwal, Indore, Lucknow, Nagpur, Noida, Surat, Patna and Dimapur.

DSK Motowheels also offers unique 24*7 emergency services. Customers are 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.

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. ShirishKulkarni, 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