



Press Release

DSK Hyosung launches 'The Real Cruiser' Aquila 250 in the silicon valley of India

Inaugurates its state-of-the art showroom in the heart of the city, Reiterates India commitment

Bengaluru, 20th February 2014: Pursuing the successful introduction of the Real Cruiser Aquila 250 at the recently concluded Auto Expo 2014, DSK Hyosung today launched this luxury cruiser for the city of Bengaluru. Coupled with the launch was the official inauguration of the brand's new state-of-the-art superbike showroom 'Surfers Automotive' that endorses the brand's strong presence in southern India. The new showroom and the luxury cruiser was inaugurated by Mr. Shirish Kulkarni, Chairman, DSK Hyosung, along with popular actor Prajwal Devraj and the dealer principal Mr. Sunil T.R.

This sprawling new 3S (sales, service and spares) facility is located in the heart of the city at East End Road, Inner Ring Road, 9th Block, Near Jayadeva Hospital in Bengaluru. Equipped with the latest, most sophisticated equipment and state of the art technology, Surfers Automotive has dedicated fully trained & experienced personnel to assist the customers in making the purchase of their dream superbike a hassle free experience and on par with Hyosung's global standards.

Speaking on the occasion, Mr. Shirish Kulkarni, Chairman, DSK Hyosung said "This new showroom set up by our partner Surfer Automotive will help us bring the brand closer to our discerning customers in the city and we see our partnership growing stronger. The launch of this showroom takes our network footprint to a total of 35 in India; reiterating our network strength with the strongest most well entrenched presence across the country in the superbiking segment."

Sharing his enthusiasm on launching the new Aquila 250 Mr. Kulkarni further added: "Taglined as 'The Real Cruiser' the stunning new Aquila 250 is the first-of-its kind in the Indian market and will offer unparalleled ride quality, performance, cruiser

comfort and stability for speed connoisseurs. We have received exceptional response for this new cruiser at the Auto Expo and are confident that it will take the city of Bengaluru by storm with its gorgeous looks and superlative ride experience. And today at this occasion I am proud to handover first 10 Aquila 250 to its proud owners in Bengaluru. This superbike has been attractively priced at priced at Rs. 2,74,000 (Bengaluru Ex showroom).”

Elaborating on the potential of Bengaluru, Mr. Kulkarni said: “Bengaluru, popular as Silicon Valley of India, has portrayed remarkable developments in educational services, infrastructure and connectivity, along with strong real estate, witnessing growth and development at a fast pace. Bangalore is a vibrant cosmopolitan city and is synonymous with luxury and elegance. A city which is home to a large number of software industries, IT and ITES companies; people here are willing to spend for a good lifestyle and own products which have a huge aspirational quotient and superbikes like ours fulfill that dream to a large extent. People love for speed is visible in Bangalore with youngsters crazy for speedy, powerful bikes and love to be its rider.”

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

- Aquila 250 (250 cc cruiser) - Rs. 2,74,000
- GT 250 R (250 cc sports bike) - Rs. 2,80,000
- GT 650 N (650cc naked sports bike) - Rs. 4,04,000
- GT650 R (650cc super sports bike) - Rs. 4,87,000
- Aquila PRO 650 (650 CC sports cruiser) - Rs. 5,35,000
- ST 7 (700 cc classic cruiser bike) - Rs. 6,10,000

All these prices are ex-showroom Bengaluru.

DSK Hyosung has a strong presence across the country including cities like Delhi, Mumbai, Bengaluru, Kolkata, Chennai and Pune; the brand also has a remarkable presence in cities like Lucknow, Raipur, Aizwal, Indore, Nagpur 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.

Technical Specification - DSK Hyosung Aquila 250

Engine 4 Stroke, DOHC 8 Valve 75⁰ V-Twin 249 CC, Oil Cooled

Max Power 26.21 BHP @ 9500 rpm

Max Torque 21.37 Nm @ 7000 rpm

Fuel System Electronic Fuel Injection

Transmission 5 Speed Constant Mesh

L x W x H 2282 x 875 x 1096 mm

Wheel Base 1515 mm

Brake F: Hydraulic disc brake

R: Mechanical Drum Brake

Suspension F : Telescopic

R : Hydraulic Double Shock Absorber

Tyre F: 110/90

R: 150/80

Accolades won by DSK Hyosung 2013 -14

- DSK Hyosung Aquila PRO GV 650
 - ✓ Winner of 'Premium Bike of the Year' at Bloomberg TV India Autocar Awards 2013-2014
 - ✓ Winner of 'Best Motorcycle above 600 cc' at Car & Bike India Awards 2014
 - ✓ Winner of 'Surprise of the Year' at BBC TopGear Awards 2014

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 (Part of S&T Motors - Korea). The company assembles and markets these superbikes under the brand name of DSK Hyosung.

Taking forward the company's rich legacy and dynamic entrepreneurship, Mr. Shirish Kulkarni, Chairman DSK Hyosung, spearheads the brand's operations in India with a 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 product portfolio please visit - www.dskhyosung.com

For further media queries, please contact:

Debika Mitra | Perfect Relations | dmitra@perfectrelations.com | +91 9922119086
