



Press Release

Surat gets set for a superbiking experience with DSK Hyosung

DSK Hyosung inaugurates its first showroom in the city

Surat, 23rd January 2014: Surat is the latest city to ride high on the wings of the superlative mean machines from the DSK Hyosung stable. The brand today marked its entry into the city with the inauguration of their first showroom - '*Tangible Superbikes*' at the hands of Mr. Shivapada Ray, COO, DSK Motowheels Pvt Ltd along with dealer principals Mr. Patel Krunal and Mr. Patel Bhavik.

This new showroom is strategically located at Unity Industrial Estate, Udhana Sachin Main Road, Bhestan in Surat. The facility managed by fully-trained service personnel will offer a one-stop 3S service facility (sales, service and spares) ensuring superior functioning and service. The showroom is equipped with the latest and most sophisticated equipment to serve DSK Hyosung's discerning customers better.

Speaking on the occasion, Mr. Shivapada Ray, COO, DSK Motowheels Pvt Ltd said "We are delighted to partner with Tangible Superbikes for our new showroom in Surat. The launch of this showroom takes our network footprint to a total of 32 in India. This inauguration reiterates our network strength with the strongest most well entrenched presence across the country in the biking segment."

Talking about the city of Surat, Mr. Ray further added: "Surat, also known as the diamond city of India is emerging as one of the fastest growing cities in the country and is all set to become the most populous city of Gujarat in the next one decade. The city holds a lot of business potential with critical economic and socio-economic factors like booming diamond and textile industries, healthy GDP growth rate, high disposable incomes, impetus from upcoming twin city projects. Add to this the influx of population in Surat, which lends a distinct character to this city with growing aspirations and affinity towards all good things in life. The city is warming up to the idea of big high-performance superbikes and the initial response to our bikes in Gujarat has encouraged us to strengthen our presence here. With this

new showroom we are well poised to capture loyalties amongst serious biking enthusiasts and those ready to move up the ladder.”

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

- GT 250 R (250 cc sports bike)- Rs.2,88,000
- GT 650 N (650cc naked sports bike)- Rs. 3,96,000
- GT650R (650cc super sports bike) - Rs.4,89,000
- Aquila Pro (650 CC sports cruiser) - Rs.5,37,000
- ST 7 (700 cc classic cruiser bike) - Rs.6,12,000

All these prices are ex-showroom Surat.

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, 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.

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

About DSK Motowheels

Established in 2012, DSK Motowheels, a part of the DSK Group (Diversified business group with a turnover of over Rs. 5000crores) 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). Taking forward the company’s rich legacy and dynamic entrepreneurship, Mr. Shirish Kulkarni, Chairman DSK Motowheels Pvt Ltd, spearheads the brand DSK Hyosung in India with a primary objective of providing a world class super biking experience.

With a CKD plant in Wai, DSK Hyosung enjoys the status of having the strongest 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
