



Press Release

**DSK Hyosung launches superbike showroom in the Capital; strengthening its network in the country!**

*'Urban Bykes' showroom to offer a complete range of superbikes from 250cc – 700cc*

**Delhi, May 27, 2015:** DSK Hyosung, a celebrated name in the premium superbikes segment, has added another milestone to its trail of rapid expansion by inaugurating its superbike showroom 'Urban Bykes', in the country's capital 'Delhi'. Located on the Main Rama Road, Opp. Kirti Nagar Metro Station; the plush showroom was inaugurated by Mr. Shivapada Ray, COO, DSK Motowheels, on 27<sup>th</sup> May 2015.

Assuring a holistic superbiking experience, the new showroom, presents an environment that will be appealing to riders. With its steadfast commitment and complete focus on 3S (sales, service and spares) facility, the outlet will have an enthusiastic team of skilled personnel promising world class services and functioning to the discerning patrons.

Speaking on the occasion, **Mr. Shivapada Ray, COO, DSK Motowheels said**, "We found an able partner in 'Urban Bykes' who mirror the brand's commitment of offering highest standard of quality and customer service. We are delighted to partner with them for our new showroom in Delhi. The launch of this showroom makes our network footprint in India even stronger."

**Talking about the city of Delhi, Mr. Shivapada Ray further said**, "Delhi reflects everything that is classy, rich, powerful, flamboyant and uber-luxurious. Its people demand the highest standards of luxury and sophistication with the capacity and willingness to spend. The city will play a crucial role in the brand's growth saga as it is a mature market with a well-established base for connoisseurs of luxury superbikes. This new showroom reiterates our continued commitment to reach out to our discerning patrons in the city with a superlative ride experience and un-paralleled service standards."

The showroom will showcase the entire gamut of Sports and Cruiser DSK Hyosung Superbikes (Ex-Showroom Price, Delhi).

- Aquila 250 (250cc Luxury Cruiser) – Rs.2,84,000
- GT250R (250cc Sports bike)- Rs.3,00,000
- GT650R (650cc Super Sports) - Rs.4,79,000
- Aquila PRO (650cc Sports Cruiser) - Rs.5,26,000
- ST 7 (700cc Classic Cruiser Bike) - Rs.5,99,000

DSK Hyosung has established a sturdy foothold in the Indian market by expanding its presence in various cities of the country. With its mounting sales and service network the brand offers 24x7 on-road assistance.

### **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.

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To know more about DSK Hyosung's product portfolio please visit – **[www.dskhyosung.com](http://www.dskhyosung.com)**

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