

Garware Motors Launches its Dealership in Chennai

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car & bike

Get up to speed on the Hyosung cruiser, ST7, at the new showroom in Adyar



launchpad

From Korea, with love

HOSE of you familiar with the brand Hyosung, and the competitive Korean machines that are synonymous with it, have reason to cheer. For Garware Motors from Pune is bringing the bikes to the city on June 6, a month after its launch in the country.

Incidentally, this is not the brand's first foray in the country. The 250cc motorbike, Comet, launched under the Kinetic brand a few years ago, also belonged to Hyosung Motors. But dismal sales resulted in the South Korean manufacturer making an exit. With the current buzz around superbikes, we're hoping that this time they're back for good. "We currently have showrooms in Pune, Mumbai, Goa and Gurgaon, and after our launch in Chennai, we will be taking Hyosung to Ahmedabad, Bangalore, Indore, Hyderabad, Kochi and Calcutta," says marketing manager, Sachin Bhaiya. Incidentally, actor Arjun Rampal is

the brand ambassador for these bikes.

What's on display

For cross country riders, Hyosung offers the ST7, a 700cc cruiser, and for the sportier among us there's the GT650R. The ST7 is styled like a classic cruiser with wide handlebar, chunks of chrome, cruise seating, heavy-duty tyres, a belt drive and more. The GT650R, on the other hand, offers a complete race package in terms of design and performance, what with a power output of 72bhp and max speed of 219kmph. The GT650R comes in six

colour options (including dual colour options on the fairing) while the ST7 is available in three. Hyosung's USP, however, lies in their price tags, what with the ST7 priced at ₹5,69,000 and the GT650R at ₹4,75,000 for single colour and ₹4,90,000 for the dual colour models.

After sales service

Garware promises 'Service on call' — they will service your Hyosung at your doorstep, if you wish. And for the adventurous, Garware has a tie-up with India Assistance, and provides on road assistance across the country. The bikes come with a two year or 24,000 km warranty, and the showroom will be your one stop as it covers sales, service and spares.

Bookings will be open at the Chennai showroom in Indra Nagar, Adyar, from June 6. Details: 24451666 / 18002092324

On the side

Garware Motors will also offer Hyosung Merchandise, at their showrooms. We're talking complete racing gear — jackets, gloves, safety suits, helmets and more. Also underway is a Premium Elite club for 'Hiflyers', giving them access to special events.

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