

## DSK Motowheels launches the much awaited 'Hy Ryders' club for the Hyosung bike owners in India

- Hyosung bikers get an adventurous opportunity to burn the Mumbai-Pune National Highway



Pune, December 2012: On an early winter Sunday morning, Hyosung bikers met for the exploratory Hy Ryders Ride meet from Pune and Mumbai across the spread of the NH4 highway. Around seventy five Hyosung bikes, along with the newly launched GT250R, rode through the twists and turns of the Deccan Plateau, to meet at a serene forest location for an adventurous and interactive session organized by DSK Motowheels.

The idea behind Hy Ryders Ride meet rally was to make members of the Hyosung family get a smooth biking experience and interact among themselves to share their most favourite thrills with fellow Hyosung bikers. The rally was flagged off at 7.00 AM on December 16, 2012; with 40 riders from Mumbai and 35 riders from Pune vrooming at the same time. Safety Instructions given to the riders before the start of the race were followed by both the teams willingly and throughout.

Mr. Shivapada Ray, General Manager - Sales and Marketing, DSK Motowheels said "I am overjoyed to see such a marvelous response on the occasion of our very first Hy Ryders Club ride for our very own Hyosung adventure-fervent bikers. Hy Ryders Club offers a platform for Hyosung patrons to exchange anecdotes from their enthralling biking experiences. We look forward to having more members getting associated with Hy Ryders club in the coming 2013. More such exciting activities are lined-up to engage venturesome Hyosung bikers."

After an invigorating journey of riding into the chilly Sahyadri winds, the riders reached their destination forest resort in Khapoli, a bike race between Pune and Mumbai, along with a few adventure sports, was organized by officials of DSK Motowheels. Pune proudly took home the prize for winning the Hyosung race as Mumbai team sportingly cheered for the winner. The Hy Ryders enjoyed the thrilling experience of riding their Korean sports bikes into wilderness through a swift mountain road that excluded the hustling of everyday city traffic.

### About DSK Motowheels

Established in 2012, DSK Motowheels a part of the Rs. 4000 crore DSK Group forayed into the fast growing automobile sector by entering the niche segment of powerful and aspirational bikes with an association of Hyosung (Part of S&T Motors) in India. Taking forward the rich legacy and dynamic entrepreneurship, Mr. Shirish Kulkarni (Director DSK Motowheels) son of Mr. D. S Kulkarni, heads the operation of DSK Motowheels with a primary objective of providing India with a world class super biking experience at an affordable price.

With a CKD plant in Wai and over 18 dealerships spread across India, DSK Motowheels has entered into a partnership with S&T Motors, South Korea, manufacturers of the Hyosung brand – a brand which has earned repute amongst the global superbiking biking fraternity. Internationally, Hyosung have come to represent a high-end biking experience at a value-for-money proposition. The brand has gained excellent acceptance in the US, South America, UK, Australia as well as many Asian countries. By partnering with S&T Motors, DSK Motowheels is now bringing this global biking experience to India.