



## Garware Motors launches the first ever super bike showroom in Guwahati

- First ever Super Biking Showroom in Assam
- North East Super Biking showroom to showcase three unique Hyosung bikes at attractive prices

Guwahati, April 18<sup>th</sup> 2012- There is good news in store for bike enthusiasts in Guwahati as Garware Motors along with S&T Motors Corporation today announced the launch of the first ever super bike showroom in Assam.

Continuing their dream run and strategically reinforcing their long term plans of setting up a pan India network, Garware Motors announced the launch of their 18<sup>th</sup> exclusive showroom - "North East Super Biking" in Guwahati a city which is the gate way to the North East.

Centrally located at North East Super Biking, Bijita Complex, Opp Apsara Hall, Manipuri Basti, Paltan Bazar, Guwahati-781008 Assam, will showcase three new Hyosung superbikes GT 650 N(650cc naked sports bike), GT650R (650cc Sports bike) and ST 7 (700cc Cruiser bike).

The newly launched bikes are available at a attractive introductory price of Rs. 3,91,000 for GT 650N Rs. 4,87,000 for single tone color and Rs. 5,03,000 for dual tone color for GT650R whereas Rs. 5,84,000 for ST 7 (all ex-showroom price). The showroom is equipped with 3S facility to provide world class services to customers.

Garware motors currently has a strong dealer network across the country in cities like Pune, Mumbai, Goa, Delhi, Ahmedabad, Indore, Bangalore, Chennai, Kolkata, Kolhapur, Cochin, Chandigarh, Hyderabad, Coimbatore & Aizawl.

Garware Motors also offers unique 24\*7 emergency services. Customers would be 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.

Speaking on the occasion Mr. Shivapada Ray, General Manager, Sales and Marketing- Garware Motors Limited said that, *"It gives us immense pleasure to enter this highly lucrative and untapped market of Assam and to announce the opening of our exclusive showroom for the world class Hyosung products in Guwahati. North East as a region has always been ignored but we see huge potential in this market. This showroom would offer range of Hyosung Superbikes and top class services for bikes aficionados in the city. The reason*

*behind launching the showroom was largely driven by the growing popularity of super biking in Assam as well as the increasing demand for aspirational bikes. None of the Super biking companies has tapped this region and opening this new showroom is a reinforcement of our commitment to provide the best services to bike lovers in Guwahati.”*

S&T Motors is world class technology giant in the South Korean market since 1978. Garware Motors with the help of S&T Motors have set up an assembly plant at Wai in Maharashtra with a capacity to manufacture 8-10 bikes a day investing Rs. 20crore in first phase. The plant has a full-fledged assembly line, storage facility, quality centre and fully automatic testing line. 'Hyosung' provides Garware Motors with technical & manpower support right from setting up the assembly plant, assembling the product, sales & marketing as well as after sales service.

#### **About Garware Motors:**

Garware Motors Ltd is a wholly owned subsidiary of Garware Bestretch Ltd. Garware Motors Limited has made a foray into the fast growing automobile segment by entering the niche segment of powerful and inspirational bikes. Garware Motors has entered into a partnership with S&T Motors, South Korea, manufacturers of the Hyosung brand - a brand which has earned a reputation amongst the global biking fraternity. The brand has gained excellent acceptance in the US, South America, UK, Australia as well as many Asian Countries.

#### **About S&T Motors (Hyosung):**

Founded in 1978 as a division of the Hyosung Group of industries, Hyosung began producing Japanese Suzuki motorcycle designs under license for the South Korean market in Changwon, South Korea in 1979. In 1986, they established their own research and development center in Hamamatsu, Japan, and the next year, they began mass production of their own designs. They were the official motorcycle supplier for the 1988 Summer Olympics in Seoul. In 2003, Hyosung Motors & Machinery Inc. was spun off from the Hyosung Group to become its own corporate entity. In June 2007, Hyosung Motors Division was acquired by a Korean company, namely, S&T Group (Science and Technology), and the name changed to S&T Motors.

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