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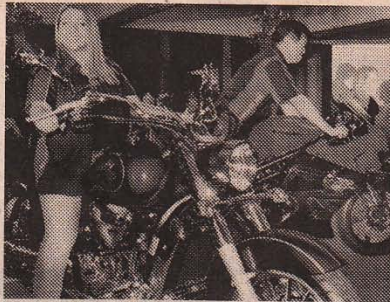
S&T MOTORS WEIGHS OPTIONS OF LAUNCHING 250 cc MOTORCYCLES

S&T Motors weighs options of launching 250 cc motorcycles

Ronojoy Banerjee

New Delhi, Apr 20: Global super bike maker S&T Motors, which acquired Korean-Hyosung Motors in 2007, is shifting focus to emerging markets like India. President of S&T Motor Corp Taekwon Kim, who was in the Capital on Wednesday to unveil its new motorcycles 650-cc sports bike GT650R and 700-cc cruiser motorcycle ST7, told *FE* that the company is weighing options to introduce lower engine capacity bikes in the range of 250 cc with an aim to increase the overall volumes.

"It is critical for us to create a base and foundation. Without it, no growth is possible. We have plans to introduce lower engine capacity bikes as well. Globally we have a full range of motorcycles and scooters," Kim said. He added that in the next 3-5 years, the company would address the 250cc-



Garware Motors MD Diya Garware and S&T Motors president Taekwon Kim launch the two superbikes in New Delhi on Wednesday

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400cc motorcycles segment. "This is the segment where the most of the motorcycle market is shifting towards," he said. This is the second entry of Hyosung in India. S&T Corp had earlier acquired Hyosung Motors in 2007. In 2010, the company entered into a technical tie-up with Pune-based Garware

Motors to introduce its range of bikes for the Indian market. "We have entered into a partnership in India and there are various options that we are exploring," Kim said. In 2010, S&T Corp sold around 22,000 units globally. The key markets for S&T include the US and South America (13,000 units) and Europe & Australia (6,000-7,000 units). Interestingly, S&T Corp also has products that are in the sub-100cc range. Kim said that the company sells 50cc scooters in parts of Korea.

"We have a wide range of products that we have in our portfolio," he said. Kim, however, ruled out any plans to introduce its range of low-cost products in India. On Wednesday, S&T Corp in a technical tie up with Garware Motors launched 650-cc sports bike GT650R (₹4.75 lakh) and 700-cc cruiser motorcycle ST7 (₹5.69 lakh) which would be available in five cities.