



Press Release

## **DSK Hyosung marks strong India debut at The Auto Expo 2014: Launches the much awaited cruiser bike Aquila 250**

- DSK Hyosung marks its India debut at The Auto Expo 2014
- All set to scorch the Indian two wheeler segment with the first of its kind cruiser bike in the 250cc segment - Aquila 250
- Hallmarks of this luxury cruiser: Seamless design lines, two-toned colour element, high comfort quotient
- Sneak-peek into the technological future of the brand: Display bikes RT125 D (125 cc), and GD 250 N (250 cc) and Comet 250 cc attracts loads of attention
- Hallmarks of the DSK Hyosung pavilion - customer interface corner, exciting animated display of their portfolio among others

**Greater Noida, 6<sup>th</sup> February, 2014:** Marking its debut at the Indian Auto Expo 2014, DSK Hyosung pulled the wraps off of their much awaited **Aquila 250** today. Taglined as ‘The Real Cruiser’ the stunning new Aquila 250 is the first-of-its kind luxury cruiser in the 250cc segment and promises to revolutionize biking in India with the looks, the attitude and a superlative ride experience.

The brand new Aquila 250 is powered with a V twin-cylinder, oil-cooled DoHC8-valve engine. The engine produces 26.21Bhp of maximum power at 9500 rpm, and 21.37 of maximum torque at 7000 rpm. This luxury cruiser is priced at \_\_\_\_\_(Delhi Ex showroom)

Adding to its appeal are the alloy wheels and other engine parts finished in chrome, two-toned colour and wide convenient seating. The Aquila uses the Telescopic front suspension and hydraulic dual shock absorbers at the rear. It comes equipped with a single disc brake in front and drum type rear brake.

Sharing his thoughts on participating in The Auto Expo 2014 and introducing the Aquila 250, Mr. Shirish Kulkarni Chairman, DSK Hyosung said: “This is the first time we are participating at this mega auto event; we wanted to mark our entry with oodles of luxury, style and performance and decided that the best way to do it was to introduce **The Real Cruiser - The Aquila 250**. This luxury cruiser is the first-of-its kind in the Indian market and will offer unparalleled ride quality, performance, cruiser comfort and stability for speed connoisseurs. Apart from Aquila 250, we are also showcasing three of our future bikes - The RT 125 D, GD 250N and Comet 250 that will give a glimpse into the brand’s vision in terms of superior design, engineering and technological advancement.”

Elaborating on the Indian two wheeler segment, Mr. Kulkarni further added: “As per industry reports, the Indian superbike market has grown manifold and is doubling almost every two years despite the economic gloom and fall in domestic demand. Characterized by the world’s youngest population under 35 years that typically enjoys global lifestyle, tastes and preferences that match their style, India offers huge potential for high-end superbike manufacturers. Our introductions mirror the brand’s commitment to the Indian market and the relentless pursuit to offer the best in super biking experience and innovation in design and technology. From cutting edge sports bikes to retro-classics and sports cruisers, our product portfolio offers something for everyone in the super biking segment.”

The Aquila 250 will be available in three attractive colour options of White, Red & Black and Black. It will be retailed from the brand’s strongest stand alone, well entrenched network presence of 32 customer touch points across the country.

Apart from the Aquila 250, the highlights at the DSK Hyosung pavilion were the three display bikes that attracted a lot of attention -**DSK Hyosung RT125 D (125 cc)**, a bike that is equipped to seamlessly handle rough terrain, the **DSK Hyosung GD 250** Naked street bike (250 cc) and the **DSK Hyosung Comet 250 cc**.

## Technical Specification - DSK Hyosung Aquila 250

**Engine** 4 Stroke, DOHC 8 Valve 75<sup>0</sup> V-Twin 249 CC, Oil Cooled

**Max Power** 26.21 BHP @ 9500 rpm

**Max Torque** 21.37 Nm @ 7000 rpm

**Fuel System** Electronic Fuel Injection

**Transmission** 5 Speed Constant Mesh

**L x W x H** 2282 x 875 x 1096 mm

**Wheel Base** 1515 mm

**Brake** F: Hydraulic disc brake

R: Mechanical Drum Brake

**Suspension** F : Telescopic

R : Hydraulic Double Shock Absorber

**Tyre** F: 110/90

R: 150/80

**Kerb Weight** 179 Kg

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## Accolades won by DSK Hyosung 2013 -14

- **DSK Hyosung Aquila PRO GV 650**
  - ✓ Winner of ‘Premium Bike of the Year’ at Bloomberg TV India Autocar Awards 2013-2014
  - ✓ Winner of ‘Best Motorcycle above 600 cc’ at Car & Bike India Awards 2014
  - ✓ Winner of ‘Surprise of the Year’ at BBC TopGear Awards 2014

## 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 (Part of S&T Motors - Korea.). The company assembles and markets these superbikes under the brand name of DSK Hyosung.

Taking forward the company’s rich legacy and dynamic entrepreneurship, Mr. Shirish Kulkarni, Chairman DSK Hyosung, spearheads the brand’s operations in India with a 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.

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

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