



Press Release

Lucknow gets set for a super biking experience with DSK Hyosung

DSK Hyosung inaugurates its first showroom in the city and unveils 'The Real Cruiser - Aquila 250'

Lucknow, 14th February 2014: Reiterating the brand's strong presence in the northern region, DSK Hyosung today inaugurated their first superbike showroom 'Saturn Superbikes' in the city of Nawabs. This state-of-the-art showroom was inaugurated by Mr. Shirish Kulkarni, Chairman, DSK Hyosung, along with actor Rannvijay and the dealer principal Mr. Dipesh Dwivedi. Adding to the excitement was the unveiling of 'The Real Cruiser - Aquila 250' which garnered a phenomenal response at the recently concluded Auto Expo 2014 held in Greater Noida.

This sprawling new 3S (sales, service and spares) facility is located in the heart of the city at Cyber Tower, Ground Floor, Vibhuti Khand, Gomti Nagar in Lucknow. Apart from being equipped with the latest, most sophisticated equipment, Saturn Superbikes has dedicated fully trained personnel to assist customers in making the purchase of their dream superbike a hassle free experience.

Speaking on the occasion, Mr. Shirish Kulkarni, Chairman, DSK Hyosung said "We are delighted to partner with Saturn Superbikes for our new showroom in Lucknow. The launch of this showroom takes our network footprint to a total of 33 in India. This inauguration reiterates our network strength with the strongest most well entrenched presence across the country in the biking segment."

Sharing his enthusiasm on unveiling the new Aquila 250 Mr. Kulkarni further added: "Taglined as 'The Real Cruiser' the stunning new Aquila 250 is the first-of-its kind in the Indian market and will offer unparalleled ride quality, performance, cruiser comfort and stability for speed connoisseurs. We received exceptional response on this new cruiser at the Auto Expo and we are confident it will take the city of

Lucknow by storm with its gorgeous looks and superlative ride experience. This superbike will be attractively priced at priced at **Rs. 2, 74,000/-**-(Lucknow Ex showroom).”

Elaborating on the potential of Lucknow, Mr. Kulkarni said: “Lucknow popularly known as the ‘City of Nawabs’ is amongst the top ten fastest growing non-metropolitan cities in India. Propelled by critical factors like being the educational and economic hub, great infrastructure and connectivity, strong real estate development, Lucknow holds great promise in terms of business potential. This vibrant multi-cultural city is synonymous with luxury, elegance and finesse which lends it a distinct character and a fondness for the fine things in life. People here are willing to spend for a good lifestyle and own products which have a huge aspirational quotient and superbikes like ours fulfill that dream to a large extent. This new showroom mirrors the brand’s philosophy of not just superlative superbikes but also a continued world class ownership and service experience to our patrons in the city.”

The showroom will showcase the entire gamut of DSK Hyosung Super Bikes at attractive price points:

- **GT 250 RN (250 cc sports bike) - Rs. 2,80,000**
- **GT 250 RN LE (250 cc sports bike) - Rs. 3,00,000**
- **GT 650 N (650cc naked sports bike) - Rs. 3,94,000**
- **GT650 RN (650cc super sports bike) - Rs. 4,87,000**
- **Aquila PRO GV 650 (650 CC sports cruiser) - Rs.5,35,000**
- **ST 7 (700 cc classic cruiser bike) - Rs. 6,10,000**

All these prices are ex-showroom Lucknow.

DSK Hyosung has a strong presence across the country including cities like Delhi, Mumbai, Bangalore, Kolkata, Chennai and Pune; the brand also has a remarkable presence in cities like Raipur, Aizwal, Indore, Nagpur and Dimapur.

DSK Motowheels also offers unique 24*7 emergency services. Customers are 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.

Technical Specification - DSK Hyosung Aquila 250

Engine 4 Stroke, DOHC 8 Valve 75⁰ 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

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

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