



Press Release

DSK Hyosung inaugurates their superbike showroom in Delhi

Delhi, 15th February 2014: Riding high on the successful launch of the Aquila 250 at the recently concluded Auto Expo 2014 and the brand's robust footprint expansion strategy, DSK Hyosung today inaugurated their superbike showroom - 'R&R Superbikes' in the capital. The facility was inaugurated by Mr. Shirish Kulkarni, Chairman, DSK Hyosung along with dealer principal Mr. Rohit Gupta.

This extensive new 3S (sales, service and spares) facility located in the heart of the city at A-59 B, Lajpat Nagar II, Main Market, in Delhi comes at a time when the company is confident of witnessing an upsurge in demand from the recent launch of their 'Real Cruiser' Aquila 250, which received a phenomenal response at the 12th Auto Expo 2014.

Apart from being equipped with the latest, most sophisticated equipment, R&R 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 found an able partner in R&R Superbikes who mirror the brand's commitment of offering highest standard of quality and customer service. We are delighted to partner with them for our new showroom in Delhi. The launch of this showroom takes our network footprint to a total of 34 in India. This inauguration reiterates our network strength with the strongest most well entrenched presence across the country in the biking segment."

Talking about the city of Delhi, Mr. Kulkarni further added: "Delhi reflects everything that is classy, rich, powerful, flamboyant and uber-luxurious; it is the seat of power, influence and status. Its people demand the highest standards of luxury and sophistication with the capacity and willingness to spend on them. The city will play a crucial role in the brand's growth saga as it is a mature market with a well-established base for connoisseurs of luxury superbikes.

This new showroom reiterates our continued commitment to reach to out to our discerning patrons in the city with a superlative ride experience and unparallel service standards.”

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

- GT 250 RN (250 cc sports bike) - Rs. 2,78,000
- GT 650 N (650cc naked sports bike) - Rs. 3,90,000
- GT650 RN (650cc super sports bike) - Rs. 4,82,000
- Aquila PRO GV 650 (650 CC sports cruiser) - Rs. 5,30,000
- Aquila 250 (250 cc cruiser) - Rs. 2,69,000 (*Launched recently at the Auto Expo 2014*)
- ST 7 (700 cc classic cruiser bike) - Rs. 5,99,000

All these prices are ex-showroom Delhi.

DSK Hyosung has a strong presence across the country including cities like Delhi, Mumbai, Bangalore, Kolkata, Chennai and Pune; the brand also has made its presence felt 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.

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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