



Press Release



DSK Hyosung reiterates footprint expansion strategy: Inaugurates new superbike showroom in Patna

Patna, 28th March 2014: Patna is the latest city to ride high on the wings of the superlative mean machines from the DSK Hyosung stable. The brand today marked its entry into the city with the inauguration of their first showroom - '*Speed Riders*' at the hands of Mr. Shirish Kulkarni, Chairman DSK Hyosung along with dealer principal Mr. Amarnath Pandey. Adding to the excitement was the unveiling of the exciting range of DSK Hyosung superbikes for the capital city.

This extensive new showroom is strategically located in the business hub of the city at Muzaffarpur Developers Limited, 1st Floor, Pandey Plaza, Exhibition Road, Patna. Convenience is primary with the facility offering a one-stop 3S service facility (sales, service, and spares) managed by fully-trained service personnel, ensuring superior functioning and service to the brand's ever growing brigade of bike aficionados.

Speaking on the occasion, Mr. Shirish Kulkarni, Chairman, DSK Hyosung said: "Pursuing our robust footprint expansion strategy in tier II and tier III cities, we are delighted to partner with Speed Riders for our new showroom in Patna. We found an able partner in them who mirror the brand's commitment of offering highest standard of quality and customer service. The launch of this showroom reiterates our network strength with the strongest most well entrenched presence across the country in the biking segment taking our network footprint to a total of 36 in India."

Elaborating on the potential of Patna, Mr. Kulkarni said: "Patna today is witnessing tremendous growth and is steadfast on the path of modernization and development. Having earned the distinction of being the second most populous city in Eastern India after Kolkata, the city has undergone a complete transformation with several developmental projects. As a result the city today is characterized by growing aspirations for a good life and an appetite for luxury. The city is warming up to the idea of big high-performance superbikes and the initial response has encouraged us to strengthen our presence here. With this new showroom we are well poised to capture loyalties amongst serious biking enthusiasts and those ready to move up the ladder."

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

- **Aquila 250 (250 cc luxury cruiser) - Rs.2,67,000**
- **GT 250 R (250 cc sports bike)- Rs.2,75,000**
- **GT 650 N (650cc naked sports bike)- Rs.3,77,000**
- **GT650 R (650cc super sports bike) - Rs.4,67,000**
- **Aquila PRO GV 650 (650 CC sports cruiser) - Rs.5,12,000**

- **ST 7 (700 cc classic cruiser bike) - Rs.5,84,000**

All these prices are ex-showroom Patna.

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, Lucknow, 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 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