

PRESS RELEASE



India's TVS Motor Company launches StaR HLX 125 Motorcycle in Tanzania

Dar es Salaam, 19 June 2014: Leading Indian two and three wheeler manufacturer, TVS Motor Company today announced the launch of its all new motorcycle, StaR HLX 125 for Tanzania. Designed especially to suit riding conditions in the African continent, StaR HLX 125 is an ideal combination of power, mileage and comfort. At the heart of this motorcycle is a highly efficient 125cc EcoThrust engine that provides excellent pickup with high fuel efficiency.

The StaR HLX 125 is positioned as the 'Ultimate Earning Machine' as it will provide best financial returns for boda boda riders and can be described as a dependable business partner. The 125cc EcoThrust engine's dynamic tuning regulates the flow of petrol to deliver optimum combination of power and fuel economy. This facilitates superior pickup while delivering lower fuel consumption. The bike comes with a maximum power of 11 bhp (8.2 KW) @ 8000 rpm with best in class fuel economy of 60 kilometers to the litre.

StaR HLX 125 comes with many contemporary features like one touch electric start, an integrated third foot rest for convenience, durable yet flexible turn signal lamps and has an ample knee recess to hug the tank for better rider comfort. The bike also has the trademark long seat and comes with alloy wheels.

TVS Motor Company is the flagship company of the \$7 billion Indian conglomerate, TVS Group which recently celebrated one hundred years in the automotive business in India. With presence in more than 60 countries across the globe, TVS Motor Company is the second largest exporter of two wheelers and three wheelers from India. The company has grown to be a strong brand name in Asia, Latin America and Africa with popular products in the two and three wheeler segments. TVS Motor Company currently exports its StaR range, Max range, Victor range, Apache RTR 160, Apache RTR 180 and Jive to African markets. StaR HLX 125 is now being introduced in Tanzania.

StaR HLX 125 comes in dual tone colors of 'Flame Red' and 'Polyester Blue'.