

PRESS RELEASE



TVS Motor Company launches Stylish TVS StaR City+

Chennai, May 5, 2014: TVS Motor Company today launched its all-new commuter motorcycle, TVS StaR City+ which is an ideal combination of modern styling, superior engine performance and class leading comfort. This all-new motorcycle, which comes with a host of first-time features, builds on the legacy of the TVS StaR brand, which has more than 4.5 million customers across the country. Derived from the 'Ecothrust' engine of TVS Phoenix, the 109.7cc power mill of TVS StaR City+ provides an ideal combination of smooth performance, power and fuel economy. This all new engine delivers better pickup and acceleration and is high in durability.

New urban styling and vibrant new graphics add to the visual appeal of TVS StaR City+. Elegant honeycomb textured side panel grills add finesse to the styling of the motorcycle while streamlining air. A stylish crown visor and trendy rear view mirrors add flamboyance to the motorcycle. A premium Stainless steel muffler complements the bike's silver shock absorbers and it's sporty aluminum grab rail. Black alloy wheels, premium three dimension emblems and stylish flashy tail lamp add flair to the motorcycle. The overall chiseled and muscular 'flow motion styling' gives the TVS StaR City+ a distinct road presence.

The new "Ecothrust" engine delivers a solid four stroke performance, churning out 8.4 PS of power at 7,000 rpm with a torque of 8.7 Nm at 5,000 rpm. High torque ensures more power and pickup, with the motorcycle racing from zero to sixty in just 7.6 seconds with a top speed of 90kmpl. Finer engineering aspects carried out within the 'Ecothrust' engine of the TVS StaR City+ make it one of the smoothest performers in its category. Carburetor optimization aids better charge preparation and inlet port providing high charge motion, triggered by an intelligent ignition system which provides optimum spark based on speed and load ensures that the TVS StaR City+ delivers better torque at all engine speeds. TVS StaR City+ returns a stunning fuel economy of 86 kmpl, the highest among its peers. The 'Ecothrust' engine is mated to a four speed gear box, which has the added feature of electric start in any gear.

TVS Motor Company has added several first time features in this motorcycle. The comprehensive digital dashboard has an analogue speedometer and an advanced digital information display. It also houses a service indicator which intimates the rider when the bike is due for service and an econometer which guides the rider to maximize fuel economy. A digital



fuel gauge displays precise fuel level indication while a digital odometer conveys the exact number of kilometers covered on a particular ride.

Telescopic front shock absorbers and five speed adjustable rear shock absorbers ensure a comfortable ride on almost any road surface. A padded dual tone seat made of superior material with contrast stitching makes long rides easy. Soft touch premium switch gear adds to the comfort of the motorcycle. High grip, button type tyres reduce the risk of skidding by providing better road-tyre contact.

TVS StaR City+ comes across as a complete value for money motorcycle and will come in four colour combinations including Celebrity Scarlet, Oscar Black, Show Stopper Blue and Titanium Grey.

TVS StaR City+ is yet another in a slew of new launches from TVS Motor Company which effectively caters to the needs of the Indian customer.