

TVS Motor Company Launches 'StaR Sport', a new 100 CC motorcycle

All new sports style motorcycle at affordable price. Widens its economy segment portfolio, offers multiple choice to customers

Mumbai, Maharashtra, IND, 2007-03-14 18:11:00 (IndiaPRwire.com)

Two-wheeler major, TVS Motor Company today expanded its economy segment offering with the launch of a new motorcycle, '**StaR Sport**'. StaR Sport is a stylish, compact and affordable 100 cc motorcycle, aimed at discerning urban motorcycle customers who are on the look out for sleek and compact style. The Bike has been built to deliver punchy four-stroke performance with excellent mileage and effortless maneuverability that will have customers tackle busy city traffic with absolute ease.

With the launch of StaR Sport, Indian customers will have a choice of a bike that offers a rare combination of easy handling agility and ownership costs that will make this model a force to be reckoned with in the entry level motorcycle category. The motorcycle comes in eye pleasing colours with chrome graphics, which adds to the contemporary design of the motorcycle. It has a well-sculpted petrol tank, which seamlessly flows into a sleek and continuous side panels culminating into a flush type tail lamp unit. The freshly updated instrument panel, the alloy wheels and for the first time position lamps in this price segment will complement the Sporty look of the bike.

TVS StaR Sport will be retailed alongside the TVS StaR City and TVS StaR basic models but targeted at customers who prefer a 'compact sized' motorcycle. In terms of the style and ergonomics StaR Sport possesses a different character compared to StaR City or the base model StaR. However, it retains the same proven engine and the toughness for which the current line of the StaR brand stands for.

The TVS StaR Sport will come in two versions. The base version will come with alloy wheels in 2 colours - Red and Black. The deluxe version with alloy wheels will have fuel gauge, chrome graphics and will be available in three colours - Silver, Black and Blue. The base version will be priced at Rs. 33,990/- (ex showroom) and the deluxe version at Rs. 35,490/- (ex showroom).

In addition to the excellent functionality offered, TVS StaR Sport will be covered under the unique 5 year warranty scheme offered to all the 'StaR' customers, a reassurance of top quality undertaking by the company.

- END -

For more information, Please contact:

Arthur Serrao

PR Executive - Zzebra Communications

26496712

26496713

You can also visit www.zzebra.net for more information.