

TVS Motor Company posts 4.8% growth in April 2008; Exports grow at 41.4%

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During the month, the company's motorcycle sales stood at 58,202 units in comparison to 53,499 units recorded in April 2007. In the scooter segment, TVS Scooty recorded 19,034 units in April 2008 in comparison to 18,798 units in the corresponding period the previous year.

Exports continued its upward growth trend, recording an increase of approximately 41.49% registering 10,213 units of two wheelers in April 2008 as against 7,231 units in the corresponding period of the previous year.

In keeping with its intention to introduce seasonal limited editions every year, TVS Motor Company has signed up with the All England Lawn Tennis Club (AELTC) as a licensee and will bring out two limited edition scooters, designs of which will be inspired by the spirit of Wimbledon. These scooters will appeal to women with sporty attitude and will be launched to coincide with forthcoming the Wimbledon season.

The company will further strengthen its premium segment with the launch of the Fuel Injection variant of the Apache RTR. Innovative technology, elegant design and excellent ride dynamics make the Apache RTR EFI a new showcase of technology. This bike offers riders the instant thrill with the superior performance of a fuel injected 160cc engine. It will be the first time that the company is offering fuel injection technology in the 160 cc category.

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