

# TVS Motor Co launches new motorcycle

Chennai: TVS Motor Company on Thursday launched its new commuter motorcycle, targeted the rural commuter demand. The 110cc bike — Radeon is priced at ₹48,400 ex-showroom Delhi and TVS expects to sell two lakh bikes over the next 12 months.

“This motorcycle offers strength comfort and style and is practical. It also has several first in its segment features,” said Sudarshan Venu, Joint MD of TVS Motor. The bike is positioned in a segment which is nearly 31% of the commuter segment.

“The total industry size of the commuter segment is 45% of which TVS has a 7% share,” said KN Radhakrishnan, president & CEO of TVS Motor. The new 110cc motorcycle will expand the company's offerings in the segment, viz., Victor, Star City and TVS Sport. The company's existing 110cc would be mounted on the bike. “Without engine, the cost of developing this bike is ₹60 crore,” Radhakrishnan said.