

TVS to strengthen commuter motorcycle portfolio

TVS Motor Company, a manufacturer of two-wheelers and three-wheelers launched a new 110cc commuter motorcycle, the Radeon. A unique combination of sturdy metal build, robust style and plush comfort, the motorcycle is targeted at the confident self-made Indian man. With the inclusion of this offering, the company's robust commuter motorcycle portfolio has been further strengthened with a clear emphasis on developing products which not only meet distinct customer requirements but also create customer delight. At the launch, Sudarshan Venu,

joint managing director, TVS Motor Company said, "Over the years, our unwavering focus on quality and reliability has yielded contemporary and attractive products for the market. With segment-leading features, the Radeon combines our values to deliver best-in-class durability, performance, and attractive styling. We are confident that the discerning progressive customers across the country will appreciate and swiftly adapt to its robust proposition." Commenting at the launch event, K N Radhakrishnan, president and Chief Executive officer, said, "We are delighted to launch Radeon targeting the

discerning progressive customers. It oasts of multiple first-in-class features and usage-led design, which offers strength, comfort, and style without compromising practicality. I am confident that the motorcycle will find favour with our consumers, who are looking for a strong, comfortable and durable motorcycle." The Radeon promises a sturdy and reliable experience for its customers with a completely solid body that is complemented by a strong steel tubular chassis. The specific design ensures the longevity of the motorcycle. In safety features it is equipped with Synchronized Braking



Chrome finished speedometer

Technology, a first-in-segment 1 feature, which provides superior braking control and minimises skidding thus ensuring safety of the rider. The side-stand indicator is equipped with a beeper² to avoid accidents. The larger 18 size wheels coupled with the Dura Grip tyres provide better grip and comfort for the rider. For comfort the seat is the largest in the segment, both in terms of length and width. The telescopic oil damped front suspension together with 5-step adjustable rear hydraulic shock absorber aid both comfort and longevity. The motorcycle provides a steady ride boasting of a long wheelbase of 1265 mm coupled with the high ground clearance of 180 mm. The riding experience is made seamless with a low seat height, self-start and handy functional features like a USB charging² spot and convenient pillion grab-rail.

In style, the motorcycle boasts of a stable, horizontal, design with stylish chrome ascents. The powerful headlamp, with a chrome bezel, is integrated with DRL (Daytime Running Lamps). TVS Radeon bespeaks a unique classic look with its stylish petrol tank's ribbed thigh pads, a chrome finished speedometer, shock absorber shroud, and silencer. as for performance, the new product has lasting 109.7cc Dura-Life engine, which is designed to offer an optimum combination of power and fuel economy. The motorcycle churns out 8.4 PS of power @ 7000 rpm with a torque of 8.7 Nm @5000 rpm. TVS Radeon is equipped with 10-liter tank and clocks a fuel economy of 69.3 kmpl³. Complete with a 5-year warranty, the Radeon comes in a colour selection of White, Beige, Purple and Black. **ANS**



Radeon