



TVS Motor Company joint managing director Sudarshan Venu with president and CEO K N Radhakrishnan during the launch of Radeon in Chennai | EXPRESS

TVS launches Radeon for millennials

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TVS Motor Company launched a commuter-friendly 110cc motorcycle, Radeon, in Chennai on Monday. This latest addition to the TVS family, which boasts of patented synchronised braking technology and a car-like speedometer, will be priced at around ₹50,000.

According to the company, Radeon has been crafted for the millennials in the country's hinterland, whose requirements have been grossly ignored despite their sizeable presence in the commuter motorcycle segment. "We have combined strength, comfort and style, without compromising on practicality, in this bike. This is what the millennials in India are looking for," said Aniruddha Halder, vice-president (marketing), while introducing the motorcycle at the event.

The brown caferideresque seat across colour variants and the ribbed fuel tank similar to Triumph Bonneville, definitely do set it apart from the TVS Victor and Starcity, its predecessors in the same segment. The carry-over of the indicator switches from high-end TVS motorcycles and a USB charging port also add to the premium experience of the bike.

FACTFILE

TVSRADEON

Price

₹48,400

(Ex showroom, New Delhi)

0-60 km 
(8.3 seconds)

69.3 kmpl 
Fuel economy

109.7 cc 
Engine capacity

Output: 8.4 PS of power @7000 RPM with 8.7 NM of torque @5000 RPM

The Radeon is expected to hit markets in the coming month and according to K N Radhakrishnan, CEO of TVS Motor Company, over ₹60 crore has been invested in completely building a motorcycle exterior from scratch.