

Moving ahead in the race

TVSM has been instrumental in shaping the evolution of motorsports in India since the early 1980s. Through its factory racing team, TVS Racing, it has introduced several sporting formats, and groomed talent for international events in its bid to democratise the sport. It has also been used the track to pioneer technologies and finetune the performance of powerful vehicles like TVS Apache, executing its 'track to road' philosophy.

TVS Racing: Wins and Collaborations

TVS Factory racer Harith Noah made history by becoming the first Indian to win the Dakar Rally 2 Class race of 2024 and finish among the top 11. The rally, which tests rider's endurance for two gruelling weeks in the Saudi Arabian desert, is considered one of the toughest races in the world.



TVS Racing's association with Petronas, the oil giant, completed two years. Known since 2022 as Petronas TVS Racing Team, the partnership has led to the team's participation in several important races in the national circuit, will see the introduction of co-branded merchandise.



TVSM launched the Electric One Make Championship (e-OMC), an exclusive format of racing on the electric TVS Apache RTE race motorcycles, that have been developed solely for the championship



A new endurance record was set with the Apache RR 310 at the 24-Hour Indian National Speed Endurance. A distance of 3,658 kms was covered at an average speed of 152 kmph, which once again testified to the power of the sporting bike



At the flagship motorcycle fest, TVS MotoSoul, the new TVS Apache RTR 160 4V was unveiled, and partnerships with Alpinestars, the world's leading manufacturer of high-performance riding wear and accessories, was announced