

In the motorcycles segment, the all-new 125cc **FLAME** with a host of enhancements will set a new trend in the executive segment. **FLAME** sports a **3-Valve CCVTi Engine** designed to change the rules of the game with its awesome performance with unmatched economy. The all-new 4 Stroke, 4 geared 125cc **FLAME** is the most innovatively designed offering from TVS designed to win over discerning customers with its futuristic styling and technology. **The 3-Valve Engine** comes with **Controlled Combustion Variable Timing Intelligent (CC-VTi) technology**.

The StaR City raises the bar in an all-new avatar. A more powerful and high mileage **StaR City**, on an all-new 110 cc platform will give customers the comforts of executive segment motorcycle at an affordable price point with huge fuel savings due to the CVTi technology embedded in it. This new motorcycle will soon be available across India giving customers the best value for money this festival season.

The **Apache RTR** with Electronic Fuel Injection offers instantaneous response throughout the rev range with improved mileage, engine refinement and is a greener technology with better control on the environment. The Apache RTR with EFI comes with 15.7 BHP that is unmatched in the 160 cc category.

Scooty Teenz Electric, targeted at young women now offers a new electric scooter that promises an "all fun no tension ride." The ride quality is unmatched and is lightweight for ease of use and maneuverability. Aesthetics and the enhancements for these vehicles have been designed keeping in mind the changing needs of the two-wheeler customers. This refined and perfected product offers a combination of an unmatched performance as well as adequate range, even as it addresses all the performance issues that plague current electric vehicles.

3 Wheelers in 3 variants

It was a historic moment for TVS, as the company rolled out their first ever indigenously produced three-wheeler here today. The culmination of continuous work on developing environment friendly vehicles with eye catching interiors for over two years by the R&D unit at TVS, saw three gleaming models on display here today. The three variants of the three-wheelers have been launched in 2 stroke, petrol, LPG and CNG versions.

The vehicles redefine all performance characteristics of fuel efficiency, reliability, comfort, convenience, safety and style to give pride of ownership to the driver. The vehicle is fitted with a higher capacity engine with the peak torque at lower rpm to take care of gradability without frequent gearshifts. The modern low friction 7-port engine delivers 15% more fuel efficiency than the current vehicles. The engine operates at lower revolutions for a given road speed thereby improving the reliability of the engine.

The vehicle comes with single larger area windshield with laminated glass. Powerful twin headlamps 35 W each and bigger and brighter rear tail lamps adds to the style of the vehicle. Attractive interiors that adds to the styling of the vehicle include an attractive dashboard, dual tone high quality seats, cover below the driver seats in LPG & CNG vehicles and an integrated bumper. The vehicle is equipped with electric start in all versions to reduce driver's fatigue. It is equipped with better head & legroom in the passenger compartment. The suspension settings and the seat is selected to optimize ride quality for longer duration.

TVS would be leveraging its existing extensive distribution & service network in India and 47 countries abroad to market. All these 3-wheelers will be used as public transport systems.

The all new 125 cc FLAME

The all-new 4 Stroke, 4 geared 125cc **FLAME** is the most innovatively designed offering from TVS designed to win over discerning customers with its futuristic styling and technology. **The 3-Valve Engine** comes with **Controlled Combustion Variable Timing Intelligent (CC-VTi) technology.**

The styling of Flame is inspired by the Delta Wing design found in the latest fighter jets. Called "**DeltaEdge**", it gives the bike a unique style while giving it superior aerodynamics. The FLAME boasts of several style statements including, DeltaEdge Headlamps, Sporty DeltaEdge Exhaust, Embedded DeltaEdge Trafficators, LCD Digital Speedometer and a Dual Lens Tail Lamp.

Developed by world class R&D at TVS MOTOR, in collaboration with AVL, Austria, the CC-VTi technology features 2 different intake ports called Swirl port & Power port.

- Swirl port creates swirl motion of air-fuel mixture in the combustion chamber. This Swirl motion helps in efficient combustion of lean air-fuel mixture thus giving highest fuel economy in its class.
- Power Port gives high flow rate, which helps in delivering high power. The engine packs in 10.5 bhp @ 8250rpm

The **125cc FLAME** promises to be the best looker in its segment. Keen attention to detail, marks this new offering. DeltaEdge styling coupled with snazzy dual tone graphics translates into an amazing road presence. With the revolutionary new CC-VTi technology, the **125 cc FLAME** successfully provides the advantage of power, mileage and stunning looks.

110 cc 'StaR City' Motorcycle

TVS Motor Company in its continuing quest to provide the latest technological innovations in its products for customers today expanded its offering under the highly successful **StaR** brand with the launch of an all new **4 stroke, 110 cc StaR City**. The new **110 cc StaR City** comes with the revolutionary CVTi technology designed to offer superior pickup and performance without compromising on mileage. This technology, developed indigenously by the R&D team at TVS Motor Company, inbuilt into the **StaR City** will make it one of the most fuel-efficient motorcycles in the country. With this, the new **StaR City** promises mileage, pickup and style thus promising to be the preferred choice for entry-level consumers in the urban, rural and semi-urban areas.

The **StaR** brand launched in 2004, rapidly established itself as the leading brand in the Industry and has sold more than 1.5 million bikes in less than 3 years. The **StaR** brands runaway success can be attributed to delivering superior consumer value at incremental cost, consistent product innovation. The new **110cc StaR City** is a stylish, compact and affordable 110 cc motorcycle, that provides superior performance without a compromise on mileage, superior styling, the superior assurance of a **StaR** engine with a five year warranty, superior features and high value.

The **CVTi Engine** combines swirl and tumble motion to achieve very high in cylinder charge motion. The overall charge motion is three times more than conventional port designs. This apart, TVS has applied VTi technology consisting of deceleration fuel cut off and significantly reduced friction. CVTi engine is this combination of charge motion port and VTi technology giving it best in class fuel efficiency.

The **110 cc StaR City** is targeted at both the urban and rural motorcycle customers who are on the look out for a powerful, compact motorcycle. The bike has been built to deliver a solid four-stroke performance with effortless maneuverability that will give customers the edge to tackle busy traffic with absolute ease. The new **110 cc StaR City** comes in eye pleasing colours with new refreshing graphics, which adds to the contemporary design of the motorcycle. Its styling is superior with the bike having a bigger and sportier look with a new speed console and with the legendary **StaR** assurance of a 5 year warranty a reassurance of top quality undertaking by the company. Additionally, the new **StaR City** offers the option of an Electric Start and alloy wheels, a backlit speedo with fuel gauge, econometer for better mileage and ride switch shocks for a truly smooth ride.

SCOOTY TEENZ ELECTRIC VEHICLE

The new **Scooty Teenz Electric Vehicle** has been designed to offer more value and ride comfort. The **Scooty Teenz Electric Vehicle (EV)**, a first of

its kind product innovation from TVS is the result of a skilled and committed group of employees and continual innovation of the Scooty brand.

The **SCOOTY TEENZ EV** has been carefully engineered to a high standard of quality, with many innovative features. It is a reliable, fast and high quality Electric Scooter. It is an ideal balance of style, solid performance and exceptional value that provides customers with a truly fun-loving scooter with loads of features at an affordable price. The **SCOOTY TEENZ EV** is targeted at women who need mobility, but at lower ownership costs and whose daily travel is limited to around 15-25 km per day. Stylish and durable, the **SCOOTY TEENZ EV** has a maximum range of 50 km per charge, has a long battery life and maximum utility space.

The **SCOOTY TEENZ EV** is a pure electric vehicle, with 800 watts power that can touch a maximum speed of 40kph. Once charged, the **SCOOTY TEENZ EV** lives upto its promise of "All fun, no tension". Additional advantages include, low running costs, no pollution, no noise and high durability. The **SCOOTY TEENZ EV** has large utility spaces to take care of every need and promises an effortless ride with comfortable and easy parking. The vehicle comes in vibrant and rich colours and has stylish contemporary looks.

As a vehicle that uses alternate fuel, the **SCOOTY TEENZ EV** ensures reduced operating costs and guarantees durability, good service backup and sustained performance with pillion rider.

The new Apache EFI

TVS Motor Company is for the first time offering Electronic Fuel Injection technology in the 160 cc category. The new technology, which consists of an Electronic Control Unit (ECU) made up of sensors, fuel pump and injector. ECU receives the data from sensors, processes them and delivers optimum fuel and ignition timing. The Electronic Fuel Injection technology offers better engine smoothness, faster throttle response, lower emissions, good cold start and recovery, better idle stability, good drivability, better fuel economy and performance consistency at various altitudes and environments. The Apache RTR EFI also offers instantaneous response throughout the rev range, another first time offering in this segment would be the rear disc brake facility.