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TVS Motors Reveals 2012 Launch Plans

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The Hosur based Indian 2 wheeler manufacturer, TVS Motor Company announced at the 2012 Delhi Auto Expo that the company is going to launch 4 new models in the current year. The 4 new models will include 2 motorcycles and 2 scooters. One of the motorcycles will be powered by a 125cc engine capacity mated to a 4 speed gearbox. This motorcycle will be launched by the company by June, 2012. According to the company, this bike will be targeted as a product for everyday commuting with its smooth engine and comfortable seats and has been specifically tailor made for the Indian everyday rider.

The other motorcycle to be launched will be the re-launch of the Victor brand. The bike will be equipped with an advanced programmed ignition system ensuring class leading fuel efficiency and acceleration. This will be introduced in the market by December 2012. Apart from the bikes, TVS is very strong player in the Indian scooter segment. Currently they have the Scooty and the Wego models in India. They are planning to introduce another model in the Indian market by December 2012 which will be powered by a 125cc engine. TVS wants to increase its present market share and thus has some really aggressive plans in the year ahead.

Apart from this, it will also launch on a trial basis its hybrid scooter, the Qube in June 2012 with a commercial launch following in 2013. The TVS Qube has 2 sources of power; a 110cc, 4 stroke engine and an electric hub motor. The user will have the option to choose from the different modes, depending on his driving requirement. This hybrid system charges the battery (lithium ion) when the brakes are applied and utilizes this power whenever required, therefore making the most efficient use of the energy available. TVS claims that this green technology delivers significant emission reduction and improved fuel economy in city traffic driving with 35 % reduction in CO2 emission, 30% HC + NOx reduction and an increase of 35% in fuel economy.

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