

PRESS RELEASE



TVS Jupiter Crosses 500,000 Landmark

Hosur, 14 May 2015: India's most awarded Scooter ever, TVS Jupiter, has added another feather to its cap, becoming the fastest scooter in India to reach the 500,000 units sales milestone in just eighteen months since its introduction into the market. TVS Jupiter, which was launched in September 2013, offering greater comfort, conveniences and first time features, has witnessed high customer acceptance. This can be attributed to three broad aspects: best in class styling, features and performance.

TVS Jupiter is powered by a next generation, all-aluminum, low-friction 110cc engine that delivers an amazing mix of power, superior acceleration and best in class fuel efficiency. The metal bodied, TVS Jupiter is styled to enthuse the male consumer.

"A lot of thought and customer insights went into the making of TVS Jupiter. The fact that we have crossed this landmark in record time is testament to the fact that consumers are happy with the product's performance and quality. It will be our continued focus to delight our customers with consistent product innovation and introduction of freshness into the brand." said K N Radhakrishnan, President and CEO, TVS Motor Company.

In a short span of eighteen months, TVS Jupiter has been recognized as one of the top quality scooters in the J D Power India Two Wheeler Initial Quality Study 2015.

TVS Jupiter was also introduced in two special colours: sparkling silver and matte beige. In addition, a celebratory 'Limited Edition' TVS Jupiter was introduced to celebrate the fact that TVS Jupiter is the most awarded scooter launched in India.

TVS Jupiter is currently available in spectacular colours of Titanium Grey, Mercury White, Midnight Black, Volcano Red, Sparkling Silver and Matte Beige.

