

PRESS RELEASE



Elegant and Powerful TVS Scooty Zest 110 Launched

Chennai 20th August 2014: Adding a new and snazzier dimension to its iconic Scooty brand, TVS Motor Company today launched its much awaited TVS Scooty Zest 110. The all new TVS Scooty Zest 110 offers customers an optimum balance of power, performance, ride quality and handling along with a host of other attractive features, while staying true to its Scooty DNA. TVS Scooty Zest 110 comes with fresh and modern styling, replete with vibrant graphics in eye-catching colours. Its larger zippy, refined nextgen 109.7 cc engine effects a remarkable initial pickup of 0-60 kmph in a mere 11.1 seconds. TVS Scooty Zest 110 offers outstanding ride comfort, while seamlessly straddling extremes to maximize the joy of riding.

The styling of TVS Scooty Zest 110 embodies elegance while flaunting a design language that invokes expressions of fun, freshness and freedom for young girls. Its soft form blends smoothly with crisp and fluid lines and tense highlights. TVS Scooty Zest 110 effortlessly lives up to the promise of being a stylish yet efficient and agile commuter.

TVS Scooty Zest 110 has the best maneuverability, while simultaneously providing superior road grip, stability and control by way of its ergonomics, ride handling geometry and tubeless tyres. Comfortable seating delivered by a broader and longer double stitched seat, telescopic front suspension and hydraulic mono shock rear spring suspension, assure the rider of a peppy and stress free ride. TVS Scooty Zest 110 enjoys best-in-class under-seat storage capacity of 19 litres and yet, is among the most compact scooters in its category.

Page 1

PRESS RELEASE



TVS Scooty Zest 110 comes with a gamut of new features including a backlit speedometer, new LED tail lamps, new twilight lamps, a textured floor board, all new painted switch panels, new leaf shaped mirrors and a new compact muffler with stainless steel guard. The scooter also gets retractable bag hooks and under seat hooks. A highly useful feature is a novel open glove box where the rider can keep her small artefacts.

TVS Scooty Zest 110 returns an impressive mileage of 62 kmpl, under simulated test conditions as per TVS Motor standards. The scooter is equipped with a TVS patented econometer which allows the rider obtain the maximum mileage. It also has a long idling indicator to enhance mileage.

Other attractive features include a parking brake, TVS Motor Company patented EaZy centre stand, bigger and brighter head lamp, an auto choke and easy kick start.

TVS Scooty Zest 110 is available in four exciting metallic colours including a first time brilliant turquoise blue, volcano red, black and pearl white.
