

28<sup>th</sup> February, 2020

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001.  
**Scrip code: 532343**

National Stock Exchange of India Ltd.,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051.  
**Scrip code: TVSMOTOR**

Dear Sir,

**Reg : Press Release – TVS Motor Company inaugurates its flagship showroom in El Salvador**

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We enclose a Press Release regarding "TVS Motor Company inaugurates its flagship showroom in El Salvador", for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE



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## TVS Motor Company inaugurates its flagship showroom in El Salvador

**San Salvador, February 28, 2020:** TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world and CADISA one of the largest, respected business groups across Guatemala and El Salvador, today announced the inauguration of their flagship showroom in El Salvador.

In line with the global standards of TVS Motor Company, this flagship showroom will be a distinctive store in Central America. The new showroom will showcase the technology and quality prowess synonymous with TVS Motor Company. It will be equipped with complete service and spare support which will serve as a benchmark for all retail outlets of the company in El Salvador.

TVS Motor Company launched six new aspirational products for their customers namely, super-premium motorcycle TVS Apache RR 310, premium motorcycles TVS Apache RTR 160 4V, TVS Apache RTR 160 2V Race Edition, TVS Apache RTR 180 Race Edition, TVS Apache RTR 200 4V Race Edition 2.0. and Bluetooth connected scooter TVS NTORQ 125.

Commenting on this occasion, **Mr. R Dilip, Executive Vice President, International Business, TVS Motor Company** said, *“Today, we are optimistic about consolidating our presence in Central America with the help of our distributor CADISA. We have inaugurated our flagship showroom, aligned to the global quality benchmark that TVS Motor Company is associated with in over 60 countries. We have also launched six aspirational products which will be supported by a sales network of over 30 outlets. These products will address the specific needs of customers across different segments and are sure to carve a niche for themselves in the market.”*

Elaborating on the association **Lic. José Roberto Paredes, Senior Director – CADISA** said, *“Our association with TVS Motor Company has resulted in bringing superior quality products to El Salvador. We are happy to launch TVS Motor’s flagship showroom and introduce six new products in the El Salvador region. The technology and quality prowess of TVS Motor Company combined together with our network facility will definitely create an impact in El Salvador.”*

CADISA is representing brand TVS Motor Company across Guatemala and El Salvador. TVS Motor Company will also be present in 100+ multi-brand outlets and over 150 retail stores across Central America. The range of two-wheeler offerings will be supplemented with attractive retail finance schemes.

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The new products being launched in the market include:

**TVS APACHE RTR 160 4V:** Incorporating the genes of its bigger brother (the RTR 200 4V), the sharply styled RTR 160 4V has the same approach to performance – a high revving Race derived O3C technology engine, with Ram Air Assist oil cooler to ensure legendary TVS durability. The Double Barrel exhaust, the Fully Digital Speedometer and the mono-shock suspension bring sporty image.

**TVS APACHE RTR 200 4V (RACE EDITION\_2.0):** The motorcycle comes with an advanced 'Anti-Reverse Torque (A-RT) Slipper Clutch' technology, Foam-in-place Split Seat and sports new racing-inspired graphics along with a Sporty Visor for enhanced aerodynamics. The motorcycle is powered by 197.75cc single-cylinder motor and 18.1Nm of torque at 7000 rpm.

**TVS APACHE RR 310:** The flagship product from the TVS Apache family, the super-premium motorcycle is an engineering masterpiece, incorporating the best of TVS Motor from 37 years of racing history. Featuring a 4-valve, liquid-cooled 312cc DOHC reverse inclined engine, with an onboard race computer, the TVS Apache RR 310 delivers exhilarating performance with everyday usability.

**TVS NTORQ 125:** A scooter unlike any! Inspired by stealth aircraft design, incorporating a punchy 3-valve 125cc engine, a Bluetooth-connected cluster, equipped with TVS SmartXconnect\* and the First scooter from TVS Motor Company to incorporate TVS Racing genes, the TVS NTORQ 125 is the scooter from the future.

## **RACE EDITION Models:**

**TVS APACHE RTR 160 2V RACE EDITION:** The motorcycle is available in Carburetor variant, gets a 159.7 cc, single-cylinder, 13.03 Nm @6500 rpm, 3D logo, a Digital speedometer with an LED colour change from blue to white. The engine is mated to a 5-speed super-slick gearbox that offers a precise and powerful riding experience, staying true to its racing pedigree.

**TVS APACHE RTR 180 RACE EDITION:** The motorcycle includes 3D TVS logo on the tank, blue backlit digital instrument cluster which features a 0-60kmph speed recorder, lap timer and a service indicator. It has 177.4cc single-cylinder engine which churns out 16.62PS of power and 15.5Nm of torque, mated to a 5-speed gearbox.

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## **About TVS Motor Company**

TVS Motor Company is a reputed two and three-wheeler manufacturer, and the flagship company of the USD 8.5 Billion TVS Group. We believe in Championing Progress through Mobility. Rooted in our 100-year legacy of Trust, Value, Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We endeavor to deliver the most superior customer experience at all our touch points across 60 countries. We are the only two-wheeler company to have received the prestigious Deming Prize. Our products lead in their respective categories in the J.D. Power IQS and APEAL surveys for the past five years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive four years. For more information, please visit [www.tvsmotor.com](http://www.tvsmotor.com).

## **About CADISA**

Since its inception in 1995, Motos CADISA has been part of the Salvadoran motorcycle industry, distributing a variety of high-quality brands that are among the favorites in the Salvadoran market. Thanks to customer preference and successful sales of distributed brands, CADISA now has more than 23 years of experience in the Salvadoran market. Motorcycles CADISA has more than 100 points of sale throughout El Salvador, made up of own agencies, distributors and prestigious chain stores in the region, all strategically located. Solving transport problems,

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improving the productivity of the company and raising the standard of living of its employees in the region, have been the pillars on which Motos CADISA has built the company during the last 23 years. CADISA offers excellent customer service with a guarantee program, a large stock of spare parts and workshops throughout the country that meet the needs of customers.

\*patent pending

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