

Phoenix, India's First Premium 125 cc Motorcycle Launched

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Kulbir Kalsi,, INVC,, Chandigarh,,

TVS Motor Company launched its premium executive deluxe 125cc motorcycle, TVS Phoenix 125 here today. Dubbed by the company to be one of the most feature-filled products to roll off its lines, TVS Phoenix 125 is targeted at consumers who aspire to upgrade from just commuting to those who crave for a spirited ride experience without compromising on mileage. TVS Phoenix 125 is loaded with premium features; and backed by an all new, highly refined 125cc EcoThrust engine, that provides excellent pickup with best in class fuel efficiency. The bike promises to be a seamless combination of premium style and comfort with unique, first of its kind features in its segment. Speaking at the launch, Mr. Arun Siddharth, General Manager, Marketing and Head of Motorcycles, TVS Motor Company said, "We have developed an all new engine for this motorcycle. It complements several unique features to ensure 'premium ride quality'. This launch will increase our market share in the segment. We are now present in the economy, executive and premium segments of the motorcycle market." TVS Phoenix 125 is equipped with novel features that are usually seen in cars. For the first time in this segment, features such as a fully digital speedometer, backlit in premium amber; a digital fuel gauge, a low battery reminder, a trip meter, service reminder, soft texture grips and soft touch switchgear have been provided. For the first time in India, TVS Phoenix offers car like hazard lamps to enhance added safety for the rider. Riding comfort of TVS Phoenix 125 has been maximized by way of five-step adjustable 'series spring' suspension, high response damper and ergonomically positioned handle bar for superior riding control. Engineered to magnify the joy of riding, TVS Phoenix 125 is equipped with EcoThrust technology: dynamic tuning which regulates the flow of petrol to deliver optimum combination of power and fuel economy. This facilitates superior pickup while delivering lower fuel consumption. An electric start fires up the 4 speed powertrain of TVS Phoenix 125 to churn out 11 PS of power@ 8000 rpm. TVS Phoenix 125 has highest power to weight ratio in this segment. This aids in best combination of pickup and high fuel economy of over 67 kmpl under standard riding conditions. Vibrant graphics accentuate the elegant styling of TVS Phoenix 125, which comes in five dual tone colours namely Moroccan Red, Alaskan Green, Helsinki Black Silver, Belgian Black Red and Oxford Grey.

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