

# PRESS RELEASE

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## 2015 Edition TVS Phoenix 125 Launched

**Hosur, 30<sup>th</sup> April 2015:** In keeping with its commitment to strengthen its product portfolio with periodic introductions of new models, TVS Motor Company has announced the launch of the 2015 edition TVS Phoenix 125. An exciting combination of **maximum styling, maximum performance and maximum features**, the **2015 Edition TVS Phoenix 125**, comes with the added advantage of TVS Motor Company's persistent focus on deeper consumer understanding and delivering best in class quality.

Commenting on the launch, K N Radhakrishnan, President and CEO, TVS Motor Company said "We have **taken TVS Phoenix 125 to the next level, infusing an element of excitement** into the product. The 2015 edition now comes with a whole range of class leading exciting features and added new styling elements give it even more flair. This **launch underlines our commitment to customers** in terms of bringing out products that are superior to others in their class and that are high in quality and customer appeal."

The 2015 edition TVS Phoenix 125 comes with **new stylish tank scoops, a premium 3D logo, and bold body-coloured front visor & pillion grab rails**. Additional features include a **first time comprehensive white backlit, fully digital speedometer** which includes a **rev indicator**, a **service reminder** and **low battery indicator**. The motorcycle is equipped with **Roto-Petal Disc Brakes** and **tubeless tyres** and is available in the drum brake version as well. Another interesting feature is the introduction of '**Vehicle Location Assist**' which enables the rider to easily locate his motorcycle in a parking lot by pressing a button on his vehicle key.

Powering the 2015 edition TVS Phoenix 125 is a **further refined 125cc EcoThrust Engine** which delivers 11 PS of power and high fuel economy of 67 kmpl. With a flat torque curve and effective power delivery, the 2015 TVS Phoenix 125 comes with first-in-class **Monotube Inverted Gas (MIG) filled canister shocks with Series Spring**, making it a pleasure to ride even on difficult road conditions.

With the introduction of **best-in-class features and engineering refinement** in the 2015 Edition TVS Phoenix 125, TVS Motor Company has raised the bar in the executive segment in terms of ride quality and handling, features and comfort.

The 2015 edition TVS Phoenix 125 is priced at Rs. 51,990/- ex-Delhi for the drum version and Rs. 55,899/- ex-Delhi for the disc brake version. It comes in an exciting range of colours including Black Magic, Crimson Black, Midnight Black, Red Hot, Cherry White and White Night.