

# PRESS



# RELEASE

---

## TVS XL Super 1 Crore Special Edition Launched

**Hosur, July 3, 2015:** In celebration of crossing the milestone 1 crore mark in sales, TVS Motor Company has introduced a special edition of its legendary TVS XL Super. The new variant will come in two never before colours of Silver Grey and Titanium Grey, which have been specially created for the occasion. In addition TVS XL Super will have special graphics, a dual texture seat with stitch lines, chrome plated grab rail and silencer guard and will carry a specially designed 1 crore celebration sticker.

“The moped was conceived by our Late Chairman Mr. T S Srinivasan and developed by our Chairman Mr. Venu Srinivasan who rolled out the first product in the year 1980. What began as a dream to give people a reliable and robust two wheeler for the family which was simultaneously affordable, has gradually grown to become one of the few brands that since inception, has sold more than one crore in the country. It is a much sought after vehicle for personal mobility by people all over the country and overseas. It is known for its load-carrying and haulage abilities, while at the same time being light with easy maneuverability” said K N Radhakrishnan, President and CEO, TVS Motor Company.

Over the years, the moped has been associated with luck and prosperity; it provided the owner with an opportunity to increase his earnings. Even today, the brand campaigns run with the tag line “raasiana vandi” or “lucky vehicle”. Since its launch in 1980, TVS XL Super has remained relevant to the needs of customer and meets the stringent emission norms of today. It is one of the longest standing Indian two wheeler brands that is available across the country.

The special edition TVS XL Super is available in TVS Dealerships in Tamilnadu, Andhra Pradesh, Telangana and parts of Karnataka.