

TVS Scooty Broadens Horizons with 'Balancing Wheels'

launches Balancing Wheels, a unique and innovative product that can be easily fitted on to the Scooty. For the first time in the history of the two-wheeler industry.

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TVS Motor Company has broadened the horizons of its TVS Scooty brand with the launch of **Balancing Wheels**, a unique and innovative product that can be easily fitted on to the Scooty. For the first time in the history of the two-wheeler industry, the company will be addressing a never-before segment, **'those who do not know how to ride, even a bicycle'**.

'Much like the wheels that are fitted onto a toddler's bicycle, **Balancing Wheels** are meant for people who do not know how to balance a two-wheeler. It is a set of additional wheels that comes as an accessory, which can be fixed on to the Scooty. It is a simple innovation that makes learning to ride a two-wheeler easy, convenient

and safe' S Srinivas, General Manager - Marketing, TVS Motor Company said. **Balancing Wheels**, help to overcome the fear of falling that almost everyone experiences while learning to ride, thereby, making the learning process that much faster and easier. Once riders have gained confidence and can balance without the help of the additional wheels, the **Balancing Wheels** can be detached, Srinivas explained.

The **Balancing Wheels** have been put through rigorous tests to ensure durability and safety for users. However, it is recommended that learners ride slowly to begin with and limit the top speed to 40 kmph. It is also advised that riders keep within the confines of a safe area such as a complex or compound while learning and start using main roads only once fully confident of balancing their Scooty without the additional wheels.

'Over the years the Scooty brand has strongly established itself as a constant innovator and a facilitator of success. At TVS, we have constantly sought to empower and enable young women with initiatives such as the Scooty Women on Wheels (WOW) Institute. Today, Scooty is the most preferred brand among women and we wish to take this association a step ahead with Balancing Wheels' Srinivas said.

Balancing Wheels are available at all TVS dealerships across the country.

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