

## FOR IMMEDIATE RELEASE

### Car & General launches limited edition TVS motorcycle models in Kenya

**Nairobi, May 27 2022:** Car & General, the distributor for TVS motorcycles in Kenya has introduced two new models of the popular brand in the market.

The introduction of the new models TVS HLX 125 Gold and TVS HLX 150 Gold is in response to a rising demand for two-wheelers in the Kenyan market and coincides with the commemoration of the sale of over two million units of the TVS HLX series globally.

According to a 2021 study by TechSci Research, the two-wheeler segment is projected to grow at a compound annual rate of over five per cent between 2023 and 2027. The major factors propelling the growth of the market are increasing per capita income, growing demand for affordable transportation in the country, road traffic gridlocks and rising fuel prices.

Speaking during the event, Car & General Car Trading Managing Director David Chesoni said, “We are thrilled to introduce the two limited editions of TVS HLX in Kenya with multiple attributes for our valued customers. Most two-wheelers in Kenya double up as boda boda and delivery vehicles; The TVS HLX brand has consistently catered to these evolving mobility needs, backed by a wide service network with trained mechanics and spare parts support.”

TVS HLX series is renowned for being a sturdy product that is highly reliable across rugged terrains and has played an integral role in transforming millions of lives in Kenya by creating employment opportunities and providing a reliable yet affordable last-mile connectivity for commercial taxis and delivery segments in rural and urban populations.

Chesoni added, “The new model has a durable engine with dual-stage filtration technology and convenient features like USB chargers, hazard lamps, gear position indicator and an optional offering of a telematics solution. They are equipped with unique features like Smart anti-theft security feature for enhanced safety and security, gold-themed front and rear suspension.

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#### **About Car and General Limited**

Established 85 years ago in Nakuru and now a listed company on the Nairobi Securities Exchange, Car & General is a franchise-holder of a wide range of leading global power generation, automotive and

engineering brands including two- and three-wheeler vehicles, tractors, outboard engines, air compressors, laundry equipment and water pumps. Car & General Limited has subsidiary companies in Uganda and Tanzania, and branches in Arusha and Rwanda where it is the main distributor for Cummins diesel generators, engines and parts.

Website: [www.cargen.com](http://www.cargen.com)