

# Unveiled at TVS Motosoul 4.0 – The 2025 TVS RONIN

Category: Business

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- The ultimate modern-retro motorcycle, designed for unmatched style, in striking new colours
- Collaboration with GIVI announced – Brings in a more complete and integrated riding experience for customers.
- Thrilling races, custom bike showcases, and electrifying performances by Vishal-Shekhar and DJ Gurbax on Day 2.

TVS MotoSoul 4.0, the premier celebration of motorcycling organised by the [TVS Motor Company](#), concluded at Vagator, Goa with an impressive display of innovation, diverse racing formats, and pioneering collaborations. On the final [day of the festival](#), the new and refreshed **2025 TVS RONIN** was

unveiled. The motorcycle, now available in two striking color options-Glacier Silver and Charcoal Ember-perfectly balances [timeless retro design with cutting-edge modern](#) features. It has updated vibrant colours, graphics, state-of-the-art connected [technology](#) and performance tailored to suit any mood.



### **TVS RONIN Glacier Silver@4x**

The final day at TVS [MotoSoul](#) 4.0 brought an adrenaline-fueled climax to the thrilling new motorcycle race formats that pushed riders to the limits. From high-speed flat track races and gritty dirt track challenges to intense obstacle [courses](#) and more, the competition was fierce and the excitement palpable. These high octane [events not only showcased the riders skills but also elevated](#) the energy of the festival, bringing together a community united by their shared love for the machine. With each race, the thrill of the ride reached new heights, solidifying TVS MotoSoul as the ultimate [celebration](#) of motorcycling passion.

Commenting on the last day of the festival, **Mr. Vimal Sumbly, Head [Business – Premium, TVS Motor Company](#)** said, “TVS MotoSoul 2024, with its theme ‘Feel the Adrenaline, Feel the Inspiration, Feel the Groove,’ has been a true celebration of passion, creativity, and community. With every edition, we aim to elevate the spirit of motorcycling, [offering exciting experiences](#) for riders and enthusiasts alike. It is [inspiring](#) to see the motorcycling community thrive, and we remain dedicated to creating unique experiences that strengthen the bond between man and machine.

### **New Unveil (All New TVS RONIN)**

The New TVS Ronin impressed with the unveil of two striking new color options: Glacier Silver and Charcoal Ember. These colors replace the previous Delta Blue and Stargaze Black. The new colours enhance the motorcycles lineup and upgrade the mid-variant, reinforcing TVS [Motors commitment to innovation](#) and customer satisfaction.

For the first time, the mid-variant will be equipped with Dual-Channel ABS, which [enhances safety](#) and stability for riders. This upgrade creates a more consistent differentiation across all three variants of the TVS Ronin, providing clear distinctions not only in color and graphics but also in functionality.

### **Collaboration with GIVI**

TVS Motor Company also announced an exciting new collaboration with GIVI, a [global leader in motorcycle luggage systems](#), aimed at delivering an elevated and integrated riding experience for enthusiasts. This partnership will offer a comprehensive [range of premium](#) luggage solutions tailored to various riding styles and storage needs, seamlessly blending functionality with style. As part of the collaboration, custom-designed frames and mounts will be developed specifically for TVS two-wheelers, providing riders with a

seamless, [innovative luggage solution](#) that enhances both practicality and riding enjoyment. This partnership marks a significant milestone in the evolution of two-wheeler accessories, bringing together cutting-edge design and [convenience](#) for the modern motorcyclist.

## **Motorsports Extravaganza**

Day 2 of TVS MotoSoul 4.0 sparkled with a series of adrenaline-charged competitions, including the flat track and dirt race finals, intense obstacle and moto cross-fit challenges, gravity-defying stunt competitions, skill-testing Gymkhana challenges, [innovative build-to- race showcases](#), and thrilling slow race events. Each [event](#) pushed riders to the limit, highlighting the precision, creativity, and passion of motorcycle enthusiasts in a spectacular display of skill and speed.

## **Community Engagement & [Recognitions](#)**

Interactive sessions with TVS Racing Champions and panel discussions added a personal touch, while the FMSCI personnel were recognized for [India's](#) achievements in motorsports.

## **Unforgettable Entertainment:**

Music legends Vishal-Shekhar [delivered a high-energy performance](#), while DJ Gurbax kept the crowd grooving late into the night. The [festival](#) also featured tattoo art, gaming zones, and lounge music, adding to the dynamic atmosphere.

**TVS MotoSoul 4.0** stood out as a true celebration of biking [culture](#), seamlessly blending **camaraderie**, **innovation**, and the profound connection between riders and their machines. With a strong emphasis on **sustainability**, the [festival](#) embraced eco-friendly practices in its branding and operations, underscoring the company's commitment to being a responsible citizen. The inclusion of an [international media](#) ride further amplified the event's global reach, solidifying **TVS MotoSoul**

as one of the world's premier motorcycle festivals. As the event drew to a close, it left participants with unforgettable memories of excitement, inspiration, and a shared passion for riding-setting the stage for an even bigger and more exhilarating [celebration in the years](#) to come.

### About [TVS Motor Company](#)

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) is a reputed two and three-wheeler manufacturer globally, championing progress through sustainable [mobility with four state-of-the-art manufacturing facilities located in India](#) and Indonesia. Rooted in our 100-year legacy of trust, value, and passion for customers, it takes pride in making internationally accepted [products of the highest quality through innovative](#) and sustainable processes. [TVS Motor is the only two-wheeler company](#) to have won the prestigious Deming Prize. Our [products lead](#) in their respective categories in the J.D. Power IQS and APEAL surveys. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for four [consecutive years](#). Our group company Norton Motorcycles, based in the United Kingdom, is one of the most emotive motorcycle brands in the [world](#). Our subsidiaries in the personal e-mobility space, Swiss E-Mobility Group (SEMG) and EGO Movement have a [leading position in the e-bike market](#) in Switzerland. TVS Motor Company endeavours to deliver the most superior customer experience across 80 [countries in which we operate](#).

For more information, please visit [www.tvsmotor.com](http://www.tvsmotor.com)

