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Press Release

Atlas, Sahibabad launched 4 new series of cycles at Mega event in Goa

Newer introductions and innovation of products in tune with the market requirements remain constant endeavor of Atlas, Sahibabad. In line with this philosophy, Atlas took their top dealers to Goa from 19th March to 25th March 2017 and launched their four new series of bicycles during the event. The new series launched are :

Peak Series – Ultra Premium Fancy cycles. **Ultimate Series** – Premium Fancy cycles. **Aquafire Series** – MTB range. **Roar Series** – Kids fancy cycles.

Dealers enjoyed this seven days “ATLAS Goa Carnival” and appreciated the new range of cycles with innovative designs and catchy features. Aquafire and Roar range is introduced keeping mid segment buyer in mind whereas Peak & Ultimate range are sleek and stylish hi-end bikes for new generation buyers. All models are strategically priced.

Entire Atlas, Sahibabad management along with sales team was part of this mega event.