

## **The Italian superbikes get a new address as DSK Benelli launches its first exclusive showroom in Chandigarh**

*DSK Benelli - Chandigarh to showcase five exciting superbikes ranging from 300cc to 1131cc.*

*Bookings and deliveries opened.*

**Chandigarh, September 9, 2015:** DSK Motowheels, one of India's most well-established and strongest players in the superbike industry announces the launch of an exclusive showroom for the legendary Italian superbiking brand Benelli in Chandigarh. The state-of-the-art showroom is situated in a plush locale at City Emporium Mall, Shop no 1 & 2, Industrial Area, Phase 1, showcasing the entire range of DSK Benelli superbikes available in India, under the dealership of 'AAW'.

The showroom houses the sporty-looking Tornado Naked Tre, or TNT superbikes that encompass the TNT 300 - In-line two-cylinder 300cc engine, TNT 600i - In-line four-cylinder 600cc engine, TNT 600 GT - In-line four-cylinder 600cc engine, TNT 899 - In-line, three-cylinder 898cc engine and TNT R - In-line, three-cylinder 1131cc engine.

Located in one of the liveliest areas of the city, the outlet will be in complete consonance with the premium luxury that the DSK Benelli brand stands for. Well-trained and knowledgeable staff is available in order to assist the patrons in sales as well as service.

**Speaking on the launch, Shirish Kulkarni, Chairman, DSK Motowheels said,** "It gives us immense pleasure to be associated with 'AAW'. The philosophy with which we operate is in tandem with the ethos of our Chandigarh dealer. The employees at DSK Benelli - Chandigarh have been provided with specialised training in management of sales, service, spare parts and customer service, to ensure that customers can enjoy best-in-class ownership experience. Keeping in mind the global standards, we are also glad to announce that all the DSK Benelli showrooms across India, including DSK Benelli - Chandigarh are the first set of showrooms worldwide to meet the International CI standards of Benelli global showrooms."

**Shirish Kulkarni, Chairman, DSK Motowheels, further added,** "Our main focus is to align DSK Benelli's presence across all strategic locations in order to generate strong brand eminence and Chandigarh in that respect, is one of those key markets. The dealership will not only act as a platform to sell motorcycles but also a place for DSK Benelli superbike enthusiasts to interact with other bikers and share their love for the Italian biking legend."

Born of rich, pure lineage, DSK Benelli today boasts an impressive range of globally-respected superbikes that marry heritage, innovation, styling and technological prowess. DSK Benelli's distinctly stylish motorcycles are known for their Italian flamboyance and the ability to provide riders from all walks of life a pure, high-performance experience.

DSK Motowheels is assembling and selling Benelli bikes across the country and supporting them with a good backup of service and spares. With its mounting sales and service network, the brand offers 24 x 7 on call breakdown service.

The showroom will showcase the entire gamut of DSK Benelli superbikes at attractive price points: **(ex-showroom, Chandigarh)**

- **TNT 300 (M) - Rs. 2,88,000**
- **TNT 300 (P) - Rs. 2,97,000**
- **TNT 600i - Rs. 5,24,000**
- **TNT 600 GT - Rs. 5,73,000**
- **TNT 600 GTS - Rs. 6,09,000**
- **TNT 899 - Rs. 9,48,000**
- **TNT R - Rs. 11,81,000**

### **About DSK Motowheels:**

Established in 2012, DSK Motowheels, a part of the DSK Group (Diversified business group with a turnover of over Rs. 5000 crores) forayed into the growing automobile sector by entering the niche segment of powerful and aspirational bikes.

Taking forward the company's rich legacy of dynamic entrepreneurship, Mr. Shirish Kulkarni, Chairman DSK Motowheels, spearheads the brand's operations in India with the primary objective of providing a world class super biking experience.

With a CKD plant in Maharashtra, the brand enjoys the status of having the strongest & most well entrenched superbike network in India. DSK Motowheels is known for its high-end biking experience, extended product line, technology and quality. DSK Motowheels also prides itself in providing the best customer centric service and aftersales support in Indian Superbike Market.

## **About Benelli:**

### **FROM HISTORY TO THE LEGEND**

As often happens, the history of great industries is born in garages. In our case this is the Benelli Garage", Where, in 1911, the 6 Benelli brothers Giuseppe, Giovanni, Francesco, Filippo, Domenico and Antonio, known as "Tonino", repaired and manufactured motorcycle parts. In 1921 the 'Velomotore' was created: a single cylinder two stroke 75cc bike adapted to a bicycle frame and the following year it was the turn of the 98cc 'Motoleggera', immediately appreciated by the public of that time. The first real Benelli motorcycle, a 175cc model, ridden by Tonino, proved immediately to be a winner in the world of competition. Here began a long list of glorious moments, with more than 1000 victories in the Italian and European Championships and two World Titles won in 1950 and 1969. Many legendary riders have ridden Benelli motorcycles. Besides Tonino, the owner of the company, the Italian riders Ambrosini, Grassetti, Campanelli, Provini, Pasohni, Villa and the internationals Saarinen, Hailwood and Carruthers. At the end of the 60's the last motorcycle of the family owned company was born; the Tornado 650 which developed 50 hp at 7000 rpm, and easily surpassed 170 km/h. Later the first ownership change took place, but motorcycle production continued in Pesaro with the ground breaking in line 6 cylinder 750 and 900cc Sei's which were manufactured up until the early 1980's. In 2001 the production of the first all new in-line triple powered range began, with the fully faired supersport Tornado 899cc Limited Edition. The addition of the Tornado Naked Tre or TNT for short, and subsequently the Tre-K in both 899 and 1131 cc variants meant that Benelli was truly back in the market of large capacity sports motorcycles. Today Benelli is part of the Qianjiang (QJ) Group, a corporation which produces more than 1.2 million two wheelers per annum. QJ, wishing to respect the tradition of passion which has always guided the history of the Italian brand, will continue manufacturing bikes in Pesaro, the traditional home of Benelli Motorcycles.

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