

**Vrooming through the world on a Benelli TNT 600i:  
Mario Iroth rides from Indonesia to Italy in style**

*At present in India, Mario's next stop is Pakistan!*

**New Delhi, July 13, 2015:** DSK Motowheels, one of India's most well-established and strongest players in the superbike industry and the legendary Italian superbiking brand, Benelli are proud to announce that Mario Iroth has chosen the Benelli TNT 600i for his remarkable bike ride from Indonesia to Italy. Mario will be riding through 14 countries across the world over the next 6 months to reach his ultimate destination, the Benelli factory in Italy. Driving with a vision to experience the culture and natural resplendence of every country, Mario is at present in India with Pakistan as his next stop.

Speaking on his decision of choosing the Benelli TNT 600i, **Mario** said, "When I decided to embark on this ambitious ride, I knew I could do it only with a bike as powerful and reliable as the Benelli TNT 600i. After having completed the first leg of my journey, I'm completely satisfied with my decision. The street-fighter is mettlesome and has proved its much-spoken-of performance capability. It is only befitting that the culmination of this pilgrimage is the birth point of my partner in this mission, the Benelli factory in Pesaro, Italy."

"The edgy design language, striking looks of the bike and the fact that it makes heads turn wherever I go certainly don't hurt," he quips.

DSK Motowheels is assembling and selling Benelli bikes across India and supporting them with good service backup and spares.

**Mr. Shirish Kulkarni, Chairman, DSK Motowheels** said, "We were thrilled to find out that Mario Iroth has chosen the Benelli TNT 600i for his awe-inspiring journey through 14 countries. We weren't, however, the least bit surprised because to carry off a ride of this magnitude on a single bike isn't easy. It requires great tenacity, reliability, power and world-class build quality, all of which are embodied in this marvel of a street-fighter. We are pleased to know that Mario has found his choice to be ideal and wish him good luck for the next part of his extraordinary ride."

Mario embarked on his phenomenal journey from Indonesia on 21<sup>st</sup> April 2015 and is expected to reach Italy by the end of October, 2015.

**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 after sales 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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