

## **DSK Benelli records 2<sup>nd</sup> fastest sale made by a superbike brand in India**

*All 100 DSK Benelli superbike owners from Pune gather to celebrate this achievement*

**Pune, July 19, 2015:** DSK Motowheels, one of India's most well-established and strongest players in the superbike industry has achieved a major milestone yet again, this time in the city of Pune. DSK Benelli has registered 100 superbike sales in Pune as well, being the second fastest in the Indian superbike industry. This landmark accomplishment comes close on the heels of a similar achievement in Bengaluru, which recorded this milestone in just 3 months from the launch.

Established in 2012, DSK Motowheels, part of the DSK Group, has established itself as the foremost name in the Indian superbike niche. Its partnership with Benelli, the oldest Italian bike manufacturers having a rich and prestigious history, has further strengthened its position.

The DSK-Benelli showroom in Pune is situated in an upmarket locale. The exclusive Company showroom, houses the entire range of DSK Benelli superbikes in India including 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.

Speaking on the achievement, **Mr. Shirish Kulkarni, Chairman, DSK Motowheels**, said, "Pune, in recent times, has emerged as a city with a particular fondness for superbikes. Since the launch of our exclusive showroom for DSK Benelli superbikes, we have received an overwhelming positive response. The remarkable feat of achieving 100 superbike sales in Pune, not only highlights the brand value and customer patronage of DSK Benelli, but also demonstrates the growing market for superbikes in India."

**Mr. Shivapada Ray, COO, DSK Motowheels**, said, "Benelli is amongst the most popular superbike brands worldwide and its collaboration with DSK Motowheels in India has played a vital role in the success of DSK Benelli superbikes in India. Patrons are embracing these powerful bikes thanks to their superlative performance capabilities coupled with the stellar sales and service network in the country."

The keys to the 100<sup>th</sup> DSK Benelli were personally handed over to the owner by Mr. Shirish Kulkarni, Chairman, DSK Motowheels, in a ceremony commemorating the achievement. All DSK Benelli superbike owners are expected to attend the ceremony to celebrate the phenomenal success in the city.

### **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.