

# DSK's tryst with the Italians

DSK Motorwheels has announced that it has entered into a partnership with Benelli, one of the premier Italian motorcycle makers. The Benelli brand is legend in the motorsports arena with over 100 victories in motorcycle racing events all around the world. The company showcased a large lineup of its iconic

motorcycles and it is dubbed as the largest lineup of Italian bikes in India to date. The motorcycles showcased include Tornado Naked Tre, or TNT superbikes that include the in-line, two cylinder TNT 302, the in-line, four-cylinder 600cc TNT 600 as well as TNT 600 GT, the 898cc, in-line, three-cylinder TNT899 and 1131cc, also

in-line, three-cylinder engine powered TNT1130R, a 155bhp plus superbike.

DSK Motorwheels is set to play a vital role in Benelli's India operations. DSK will be assembling and selling Benelli bikes across the country and supporting them with a backup of service and spares. Elaborating on their market-

ing plans Sirish Kulkarni said that DSK Benelli will set up exclusive dealerships in 20 cities over the coming 6-8 Months. An Initial round of dealerships will come up in the Indian cities of Mumbai, Pune, Delhi, Hyderabad, Bangalore, Chandigarh, Chennai and Kolkata in next 3-4 months.



From L to R. Stefano Mitchelloti technical director at Benelli, Stefano Lago after sales Benelli, DS Kulkarni chairman DSK Group, Sirish Kulkarni chairman DSK Motorwheels and Frank Zhaun at the unveiling of the Benelli brand in India