

DSK Motowheels ties up with Benelli superbikes

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Pune: DSK Motowheels announced a landmark partnership with one of the oldest Italian motorcycle company Benelli on Friday, in Pune.

While DSK Motowheels has already established itself in India with the Hyosung brand, it has now announced a technical partnership with Benelli in India with DSK responsible for distribution and manufacturing.

DSK-Benelli also revealed five new bikes at the announcement, which will go on sale in India in a few months from now. These bikes include the Tornado Naked Tre (TNT), TNT 302, TNT 600i, TNT 899 and the TNR 1130R.

The joint venture will introduce a wide fleet of premium Benelli motor-

THE PARTNERSHIP

■ "We are extremely proud to partner with the oldest Italian Motorcycle brand Benelli and excited to bring the largest range of Italian superbikes to India," said Shirish Kulkarni, Chairman DSK Motowheels.

cycles earmarked for assembly here by DSK.

The partnership aims to have exclusive dealerships in 20 cities across India, over the span of a year.

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.

Speaking at the launch,

Shirish Kulkarni Chairman DSK Motowheels said, "We are extremely proud to partner with the oldest Italian Motorcycle brand Benelli and excited to bring the largest range of Italian superbikes in India. The superbike segment is showing a growth of 55 per cent every year with an estimated 6,000 units sold every year. DSK has a market share of 20 per cent in the superbike segment."

Frank Zhuang Board Director of Benelli QJ SRL, who was present at the tie-up announcement said, "Benelli will be here for a long term and we will continue to introduce a wide range of products in future also. The Indian market is the most important market for Benelli and this will become one of the biggest markets for us in terms of sales," said Zhuang.