

Indian superbike enthusiasts revel as DSK Benelli launches the 302R

DSK Benelli rolls out its first track focused full-faired superbike in India.

Pune, July 25, 2017: Steering all the way through trade shows, exhibitions and superbike festivals across the country, the DSK Benelli 302R has made its way to the Indian roads. The keenly awaited DSK Benelli 302R, which also comes loaded with (ABS) as standard, has been launched by DSK Motowheels, one of India's strongest and most well-established players in the Indian superbike industry. The first track focused superbike from DSK Benelli is all set to create ripples in the high-potential mid-size segment market of India.

The DSK Benelli 302R offers a perfect confluence of technology and design to the Indian biking aficionados. The sheer thrill of the superbike grips the rider with its powerful presence, compelling design and robust build. Adding to its ingenious engineering is the impeccable engine sound that serves as music to every biking enthusiast's ears. Further, the superior performance of the 302R simply makes it stand out of the crowd!

Mr. Shirish Kulkarni, Chairman, DSK Motowheels said, "DSK Benelli has undeniably established itself as the favored brand of superbike lovers in India. Launch after launch, we have received a phenomenal response to the power-packed street-naked machines that have been launched in the country. The DSK Benelli 302R, however, is our first full-faired superbike which is set to alter the paradigm of the mid-sized segment in the country. This market is highly lucrative with widespread demand and DSK Benelli is perfectly poised to capture a lion's share of the segment with the 302R joining our existing and highly successful line-up of superbikes. We are certain that the reception to this glorious superbike will be as overwhelming as that for our previous models."

Launched with 3 colour options – White Rosso, Red Nero and Silver Verde; the 302R is available in across all DSK Benelli showrooms PAN India.

Boasting an in-line two-cylinder, 4-stroke, DOHC engine that is bolted on to an all new chassis, the 302R is mated to a six speed gearbox and churns out 38.26 bhp of power at 11500 rpm, while generating an impressive 26.5 Nm torque at 10000 rpm.

The 302R also offers a flawless superbiking experience on Indian roads, courtesy of the precisely calibrated front USD forks and rear mono-suspension, which work together to offer a comfortable riding experience.

The 302R comes with a 4-year unlimited kilometre warranty and also the customer can opt for 'Happy Savings Plan' which offers customers the advantage of low ownership costs, as well as warranty protection – the perfect companion to their dream bike.

About DSK Group:

A leading diversified business conglomerate in India with a multi-crore turnover. The group has spread its wings in diverse business verticals like Construction, Automobiles, Information Technology, Education and High-end Professional Courses, Pharmaceuticals, Hospitality, Tours & Travels, Banking & High- End Dairy Solutions, International film production, Digital Products, Investments and Infrastructure, Video Games. The DSK Group is renowned as one of the most ethical and successful groups based in Maharashtra.

About DSK Motowheels:

Established in 2012, DSK Motowheels, a part of the DSK Group, 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, 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.