

## **DSK Benelli celebrates one year of success in Chennai; Records fastest sale of 300 superbikes in Tamil Nadu**

*Organises a success ride with DSK Benelli bike owners to commemorate the milestone and promote '#BondWithBenelli'*

**Chennai, March 27, 2016:** DSK Motowheels, one of India's most well-established and strongest players in the superbike industry and the legendary Italian superbiking brand Benelli celebrated one year of success in Chennai. On 20<sup>th</sup> March, 2015, DSK Benelli opened its first showroom in the capital of Tamil Nadu and it has now delivered its 300<sup>th</sup> superbike in the city with total bookings of over 400 units. This is the shortest time ever, wherein a superbike brand has achieved such a milestone in Chennai. DSK Benelli is celebrating this achievement by organising a success ride with the owners of its stunning superbikes. The brand recently also celebrated its 500<sup>th</sup> bike delivery in Bengaluru. The two milestones further strengthen the company's market leadership in Southern India.

Speaking on the achievement, **Mr. Shirish Kulkarni, Chairman, DSK Motowheels**, said, "DSK Benelli has received a truly phenomenal response in Chennai. There is a vibrant superbiking culture in the city, and its people have embraced DSK Benelli superbikes with great enthusiasm. We are delighted at recording delivery of 300 superbikes within a year. The numbers exemplify the brand value and trust that DSK Benelli exudes, and is a clear sign showcasing the acceptance of the brand by superbike enthusiasts across India as well."

The DSK-Benelli showroom in Chennai, under the dealership of Power Super Bikes, showcases the entire range of DSK Benelli superbikes available in India including the TNT 25 – single cylinder 250cc engine; 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. The state-of-the-art showroom is located in a plush locale at Anna Salai, near Gemini flyover.

### **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, 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.

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