

## **DSK Benelli unveils four new legendary Italian Bikes at India Bike Week 2016**

*Over 150 DSK Benelli riders ride down from all across the country to IBW*

**Goa, February 19, 2016:** DSK Motowheels, one of India's most well-established and strongest players in the superbike industry, and the legendary Italian superbiking brand Benelli unveiled four new superbikes – The TNT Naked T-135, BX 250, Tornado 302 and the TRK 502 at the India Bike Week 2016 (IBW). These models will also be making their way to DSK Benelli showrooms in the coming future. In addition to this, over 150 riders from across India, rode down to IBW on their DSK Benelli superbikes, showcased at IBW in 2015 and now available across India via 15 exclusive DSK Benelli showrooms.

Since IBW 2015, DSK Benelli has launched superbikes ranging from 250cc to 1131cc in India. The current range of superbikes under the DSK Benelli umbrella, included 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 the TNT R – In-line, three cylinder 1131cc engine.

In addition, DSK Benelli also showcased the soon to arrive ABS variants of the TNT 600i and TNT 600 GT superbikes with an aim to heat up the competition even further, as the existing range has been creating ripples in the Indian superbiking segment.

**Mr. Shirish Kulkarni, Chairman, DSK Motowheels said,** “It is once again our pleasure to be a part of India's largest festival of bikes and bikers. IBW is a platform that brings together riders from all walks of life, therefore marking our presence and showcasing our latest marvels here was inevitable. We are extremely elated to showcase the upcoming range of DSK Benelli superbikes,

especially as the audience already includes many proud owners of our current superbike range. We are certain that with every new showcase from the house of Benelli, we are adding charm to this biking extravaganza, and giving our customers the opportunity to Bond with Benelli.”

With its 105 years old heritage and lineage, Benelli today boasts an impressive range of globally-respected superbikes that marry heritage, innovation, styling and technological prowess. Benelli’s distinctly stylish motorcycles are known for their Italian flamboyance and the ability to provide riders from all walks of life a pure, high-performance experience.

The Indo-Italian tie-up between DSK Motowheels and Benelli paves the way for a high-end biking experience through Benelli’s extensive bike range, giving Indian bikers their ticket into the club of thoroughbred motorcycling aristocracy. DSK Motowheels plays a pivotal role in assembling and selling Benelli bikes across the country and supporting them with a good backup of service and spares.

To date, DSK Benelli has established 15 showrooms across India, which includes - Pune, Mumbai, Goa, Ahmedabad, Surat, Thane, Indore, Bengaluru, Chennai, Hyderabad, Kochi, Delhi, Chandigarh, Jaipur and Kolkata, with 15 more coming up in 2016.

### **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 after sales 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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