

The Benelli Brothers never made pizzas.



Benelli 504 Sport.
498cc four cylinder
four-stroke OHC engine.

If you came from the sort of family the Benelli brothers came from, you wouldn't make pizzas either.

There were six brothers. And all of them had one interest in common - motorcycles.

In 1919 Giuseppe Benelli designed the first Benelli motorcycle engine which made its debut at the very first Milan Trade Fair.

His brother Giovanni was the Technical Director who supervised its production at the Benelli factory in Pesaro, Italy, founded in 1911.

Tonino Benelli was the famous racing motorcyclist who rode the first Benelli racers, winning the Italian Championship in 1927, 1928, 1930 and 1931. Domenico Benelli, Filippo Benelli and Francesco Benelli helped found the factory and manufacture the Benelli racers and small road bikes.

The Benelli brothers' team effort brought success with a string of international racing victories and achievements which were instrumental in developing the design and performance of Benelli motorcycles.

Today the Benelli range includes 14 models from mopeds to superbikes.

You'll find some rather special features throughout the Benelli range, from the integrated front and rear braking system on the bigger bikes to a neat device to prevent the engine being started when the side stand is down. The 254 is the only 4-cylinder 250cc bike in production and, of course, Benelli pioneered the 6-cylinder engine.

It's a big change from the earliest experiment when a 75cc Benelli engine was mounted on the fork of a bicycle frame.

But the biggest change of all is that the entire Benelli range is now available in the UK, with a developing network of specialist dealers.

It's the new breed of bike with the traditional Italian flavour.

Benelli
The Italian Alternative

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