



Bajaj Auto launches Dominar 250 Dual Tone Edition with 3 new colours

- *Launched in new, exciting, and dynamic dual-tone colours of Racing Red + Matt Silver, Citrus Rush + Matt Silver and Sparkling Black + Matt Silver.*
- *No change in the existing price of INR 1,54,176 (ex-showroom, Delhi)*
- *Product specifications remain the same.*
- *Dominar 250 is the perfect bike for riding enthusiasts to enter the world of touring*

Link for images - https://drive.google.com/drive/folders/19UhFW45_ej-kDdTvVrPrtarufPH4gtvA?usp=sharing

6th August 2021: Bajaj Auto, the world's most valuable two-wheeler company, has launched the Dual Tone Edition for Dominar 250 giving riding enthusiasts a fresh impetus to begin their touring explorations. It will be available at an attractive price of Rs. 1,54,176, which makes it one of the most desirable touring bikes in India. Dominar 250 will now come in new, exciting, and dynamic colour options of Racing Red + Matt Silver, Citrus Rush + Matt Silver and Sparkling Black + Matt Silver. The Dual Tone Edition is expected to grow the franchise further by giving a bold, new look to this range of motorcycles.

Dominar 250 continues to come packed with an entire arsenal of features that makes it the best touring bike in its category. The bike has a liquid cooled 248.8cc DOHC FI engine, delivering 27 PS power and 23.5 Nm of torque. Further, it retains all the state-of-the-art class-leading features of Dominar 400 like the up-side down (USD) forks that provide superior handling and comfort along with a muscular look, the twin barrel exhaust that produces a throaty exhaust note with a heavy bass, enhancing the sports tourer feel. It also features innovative bungee straps tucked under the seat to help secure the gear during long distance touring, a redesigned secondary display showing time and trip information, and spacecraft-inspired tank pad decals.

Speaking on the occasion, Narayan Sundararaman – Head of Marketing, Bajaj Auto Limited said, “We are proud to build the Sports Touring segment in India with a motorcycle that is ‘*Born To Sprint and Built To Tour*’. We have recently achieved the historic milestone of 1,00,000 Dominars touring across the world, which reaffirms our mission of redefining long-distance touring. We realize that biking for youngsters can be so much more than just street fun if the bike comes with the right dose of performance, sharp & purposive design, and a superior riding experience. We believe that this Dual Tone Edition will attract young, dynamic and experience-seeking enthusiasts.”



Dominar 250 was launched in March 2020 with the mission of expanding the rapidly growing segment of touring motorcycles in India. Launched in December 2016, its elder sibling, the Dominar 400 has captured the imagination of touring enthusiasts with 6 successful odysseys across 5 continents.

More details will be available on Dominar 250 website soon in the coming week.

Link: <https://www.bajajauto.com/motor-bikes/dominar-250>

About Bajaj Auto

With 18 million motorcycles sold in over 79 countries, the Bajaj brand is truly “The World’s Favourite Indian”. It is India’s No.1 motorcycle exporter with two out of three bikes sold internationally carrying a Bajaj badge. The company is also the world’s largest manufacturer of three-wheelers.

Bajaj Auto is the first two-wheeler company in the world to have reached a market cap of INR one trillion and continues to be the world’s most valuable two-wheeler company. It has been delivering products which are best in class design, technology and are built on uncompromised quality, for the past 75 years. The company’s unwavering commitment towards the new product initiatives has made it future ready.



Existing Key Features:

- Purposive Sports Tourer Design** - Stress-Free Riding Triangle | Leo-Inspired Stance | Twin Barrel Exhaust | Comfortable Premium German Seat
- Performance** - 248.8 cc DOHC Liquid Cooled FI Engine | Linear Power Delivery & High Torque Range – 27 PS Power, 23.5 Nm Torque | Liquid Cooling | 6-Speed Gearbox
- Technology** - 37 mm Up-side Down (USD) Forks | Slipper Clutch | Twin Spar Perimeter Frame | Reverse LCD speedometer
- Safety & Rider Aids** - Twin Channel ABS | 300 mm Front Disc Brake | Full LED with Auto Headlamp On (AHO) | In-built Bungee Straps

Product Specifications:

Technical specs	Dominar 250
Engine	
Type	Single cylinder, 4 stroke, DOHC, 4 valve, Liquid Cooled, Twin Spark ,FI
Displacement	248.8 cc
Max Power	27 PS @ 8500 rpm
Max Torque	23.5 Nm @ 6500 rpm
Clutch	Wet, Multiplate with Assist & Slipper Clutch
Gearbox	6-speed
Chassis & Suspension	
Frame	Beam Type Perimeter Frame
Front Suspension	Telescopic, 37 mm USD Fork, 135 mm travel
Rear Suspension	Multi-step adjustable Mono-shock with Nitrox, Wheel stroke of 110 mm
Brakes	
Front	ABS, 300 dia disc
Rear	ABS, 230 dia disc
Tyres	
Front	100/80-17 Tubeless
Rear	130/70-17 Tubeless
Fuel tank	
Total litres	13
Electricals	



THE WORLD'S
FAVOURITE
INDIAN

System	12V, 8Ah VRLA
Headlamp	Full LED with Auto Headlamp On (AHO)
Speedometer	Digital Split Console
Dimensions	
Length(mm)	2156
Width(mm)	836
Height(mm)	1112
Ground clearance(mm)	157
Wheelbase(mm)	1453
Saddle Height (mm)	800
Kerb weight(kg)	180

Media Contacts

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**THE WORLD'S
FAVOURITE
INDIAN**

Racing Red & Matt Silver



Racing Red & Matt Silver





THE WORLD'S
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Citrus Rush & Matt Silver



Citrus Rush & Matt Silver





**THE WORLD'S
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INDIAN**

Sparkling Black & Matt Silver



Sparkling Black & Matt Silver

