



## Bajaj Auto launches two all-new Pulsar 250s, the biggest Pulsars yet, and unleashes the next wave of Thrill!

- The new Pulsar 250 is a true performance machine, delivering a superior power of 24.5 PS and a peak torque of 21.5 Nm, thus taking the signature 'Pulsar Rush' up a notch
- All new, sports-tech design; a trend-setter for the next generation of sports biking
- Packed with holistic upgrades & features such as Projector LED headlamps, Assist & Slipper clutch, Gear Indicator, and Mobile Charging
- Available in two sporty variants – the Pulsar F250 (Semi-Faired Street Racer) and the Pulsar N250 (Naked Streetfighter), and 2 vibrant exciting colours - Techno Grey and Racing Red
- Priced at Rs. 1,38,000 for Pulsar N250 and Rs. 1,40,000 for Pulsar F250 (Ex-showroom Delhi)

**28<sup>th</sup> October 2021:** Celebrating its 20 years of leadership in the Indian sports motorcycle market, Bajaj Auto has announced the launch of the all-new Pulsar 250, bringing the next generation of power, performance, and style to the quarter litre sports segment. The advent of the Pulsar 250 mirrors the evolution of the young Indian rider, who seeks a motorcycle of sporty character, yet rideable in everyday conditions. The Pulsar 250 straddles these two asks with ease, offering the balance of its versatile form with power-on-tap performance. This quarter litre offering elevates the popular Pulsar portfolio that has spawned motorcycles from 125cc – 220cc since its launch two decades ago.

### Two Decades of Pulsar Mania

At the time of its birth two decades ago, Pulsar pioneered sports motorcycling in India. Today, 20 years later, as we witness the maturing of this segment, the Pulsar badge has become synonymous with the sports biking phenomenon, and with the launch of the all-new Pulsar 250, it is once again set to change the sports-biking landscape in India.

### Product Philosophy

The all-new Pulsar 250 has been conceptualised with the single-minded purpose of injecting **Unadulterated Thrill** into everyday riding. It is a nod to the generation that embraced sport motorcycling at the turn of the millennium – a generation of #Pulsarmaniacs that put meaning to phrases like 'red-line' and 'free-revving'; it is an ode to the spirit of staying connected to the road while leaving aside distractions to have an unwavering focus on **pure performance**.

The quarter-litre steed has a visually arresting stance with a captivating first look. This has been achieved through the design principle of **sculptural purity**, which is evident in the integration of the front fascia with the muscular tank. At its heart is a powerful, single cylinder engine that delivers consistent power throughout the rev band, staying true to the Pulsar's premise of packing **'the most thrill per cc'**.

### Form & Design

The Pulsar 250 design language boasts of a sharp **unibody gesture** with **tighter proportions** and modern aerodynamic design. The muscular dynamic tank is contrasted with a sleek stylish waist section that extends to a contoured step seat, making for an eye-catching profile. It is further equipped with a sportier, throatier, and a stylish exhaust in a satin grey finish. The floating body panels such as the belly pan, front fairing, and front fender along with the wider tyres complete the imposing profile of the new Pulsar.



The all-new sports-tech theme brings out the ‘sculptural purity’ of the bike through a dynamic interplay of newly developed premium metallic dual colours that evoke a ‘singular first look’ at the front cowl of the bike. The eye sweeps through the aggressive, but uncluttered front fascia to the muscular tank and the integrated cowl in one look – taking in the fluid sculpture. Through a progressive lightening of tone from front-to-back, the new Pulsar 250 looks fresh at every glance. The **tone-on-tone** treatment further enhances the contours at play.

Satin black finishes to the side covers and tank-side inners contrasts the metallic gloss on the tank and seat cowl. The engine covers are finished in deep copper – for an arresting view – flanked by the ‘Siberian Silver’ pivot plate and the floating belly pan.

### Performance

From being the most powerful 150-cc, beating its own benchmarks with DTS-i, to the naked, adrenaline-inducing power of the NS200, the Pulsar has always been the fastest wolf in the pack. Now, in its biggest ever avatar, the Pulsar 250 brings the free-revving, unfettered power to the quarter-litre segment. The 250 cc BS6 DTS-i oil cooled engine delivers 24.5 PS of smooth, available-through-the-band power with a peak torque of 21.5 Nm that leads to a superior pickup and elevates the signature ‘10 second adrenaline rush’. Moreover, a meaty mid-range and nimble-footed handling further enhance its everyday riding performance.

### Features

- **LED Projector Unipod Headlamp** unit with flanking reverse-boomerang LED DRLs – for enhanced white light viewing experience, along with a uniform and accurate beam pattern for improved safety
- **Monoshock Suspension** - new monoshock unit to offer pinpoint handling without compromising on comfort
- **Assist & Slipper Clutch** - allows for aggressive downshifting with confidence, along with an effortless clutch pull
- **Infinity Display Console** - retaining the ‘Badge of Thrill’ – the Tachometer needle - as a nod to the golden age of performance motorcycling
- **USB Mobile Charging** – at a convenient position near the tank flap, for Pulsarmaniacs who are always on the go
- **Gear Position Indicator** – for confidence and accuracy in achieving the perfect gear shift
- **Distance to Empty Readout** – integrated in the infinity console for better fuel planning
- **Assured Braking** - 300 mm front and 230 mm rear bigger-disc brakes with ABS technology
- **Stronger Grip** - Larger tyre dimensions of 100/80 – 17 F & 130/70 – 17 R for improved grip on any terrain

Commenting on the launch, Mr. Rakesh Sharma - Executive Director, Bajaj Auto said, “Precisely two decades ago on 28<sup>th</sup> Oct 2001, Bajaj Auto had launched the first Pulsar and changed motorcycling in India forever. Since then, there has been a succession of Pulsars which have set new benchmarks in India and globally making Pulsar one of the most loved motorcycling brands across 50 countries.

Today, Pulsar yet again ups the benchmark with the launch of two new Pulsar 250s. We are confident that these two superbly crafted machines will exhilarate the Pulsarmaniacs and attract more riders to the Pulsar brand and to the quarter litre class of biking”.

Available at an attractive price of Rs 1,38,00 for N250 and Rs 1,40, 000 for F250 (ex-showroom Delhi), the Pulsar 250 comes in 2 exciting colour options – Techno Grey & Racing Red.

## 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.

## Product Specifications

Category	Specification	Pulsar 250
<b>Engine</b>	Engine type	Single cylinder, 4 stroke, SOHC, 2 Valve, Oil cooled, FI
	Displacement (cc)	249.07
	Max. Power (PS @ RPM)	24.5 @ 8750
	Max. Torque (Nm @ RPM)	21.5 @ 6500
	Transmission	Constant mesh 5 speed
<b>Dimensions</b>	Wheelbase (mm)	1351
	Seat Height Rider (mm)	795
	Ground clearance(mm)	165
	Kerb weight(kg)	162 (N250), 164 (F250)
	Fuel tank capacity (litres)	14
<b>Brakes, Tyres &amp; Suspension</b>	Brake system	Front – 300 Disc, Rear - 230 Disc (Single Channel ABS)
	Tyres (Tubeless)	Front - 100/80-17, Rear - 130/70-17
	Suspension	Front – Telescopic (37mm) Rear – Monoshock
<b>Electricals</b>	Console features	Gear indicator, Clock, Fuel Efficiency, Range Indicator
	Headlamp	Bi functional LED projector headlamp with LED DRLs