



## **Bajaj Auto announces massive price drop of INR 16,800 on Dominar 250**

- In times of price hikes across the industry, Bajaj Auto has reduced the price of Dominar 250
- *Available at a never-before price of INR 1,54,176 (ex-showroom, Delhi) with no change in product specifications*
- *Dominar 250 is the perfect bike for riding enthusiasts to enter the world of touring*

**6<sup>th</sup> July 2021, Pune:** Bajaj Auto, the world's most valuable two-wheeler company, has announced an aggressive price of INR 1,54,176/- for its Dominar 250, giving riding enthusiasts a fresh impetus to enter the world of touring. Dominar 250 now costs INR 16,800 less than its previously listed price. The newly announced price on Dominar 250 is expected to grow the franchise further by encouraging customers to take their first step into the world of touring.

Dominar 250 continues to be 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 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 gear during long distance touring, a redesigned secondary display showing time and trip information, and spacecraft inspired tank pad decals. Dominar 250 is available across all Bajaj Auto dealerships in **Canyon Red** and **Charcoal Black** colour options.

**Speaking on the occasion, Sarang Kanade – President (Motorcycle Business), Bajaj Auto Limited** said, "We, at Bajaj Auto, believe that touring on a bike opens the doors to a world of 'real' experiences that widens your perspective and shapes one's character. 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 design and a superior riding experience. We are proud to build the segment of Sports Touring in the country with a motorcycle that is '*Born To Sprint and Built To Tour*'. In times of price hikes across the industry, we have taken a stance of reducing price on Dominar 250 and make Sports Touring more accessible."

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.



#### Existing Key Features:

1. **Purposive Sports Tourer Design** - Stress-Free Riding Triangle | Leo-Inspired Stance | Twin Barrel Exhaust | Comfortable Premium German Seat
2. **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
3. **Technology** - 37 mm Up-side Down (USD) Forks | Slipper Clutch | Twin Spar Perimeter Frame | Reverse LCD speedometer
4. **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
<b>Engine</b>	
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
<b>Chassis &amp; Suspension</b>	
Frame	Beam Type Perimeter Frame
Front Suspension	Telescopic, 37 mm USD Fork, 135 mm travel
Rear Suspension	Multi-step adjustable Monoshocks with Nitrox, Wheel stroke of 110 mm
<b>Brakes</b>	
Front	ABS, 300 dia disc
Rear	ABS, 230 dia disc
<b>Tyres</b>	
Front	100/80-17 Tubeless
Rear	130/70-17 Tubeless
<b>Fuel tank</b>	
Total litres	13
<b>Electricals</b>	



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

#### **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.

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