

Bajaj Pulsar sets pulses racing with 'Free-Biking' campaign Unveils all-new campaign for 200 cc 'Pulsar' DTS-I

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Commenting on the new campaign, Mr. Amit Nandi, General Manager- Marketing, Bajaj Auto said, 'At Bajaj, we believe in continuously re-defining the biking experience. With the Pulsar 200 we want to take biking to another orbit through a distinctive product and a distinctive communication. The concept of 'free biking' is as discontinuous as the product and we are sure our customers will like it as much as we do.'

Set to pulsating Arabian music, in the idyllic sylvan of Havana, Cuba, the commercial entails a dramatic albeit realistic journey of two bikers as they negotiate the back lanes of the exotic metropolis in order to avoid a massive traffic jam that stands in their path. They constantly look for new routes no matter how impossible they seem.

Despite the many pitfalls, their precision in handling of the bikes sometimes defy gravity but most times it is about balance, accuracy and a sense of daring that only comes with being comfortable with their bikes, which is really an extension of their bodies. The routes that they take reveal their ingenuity and never say die attitude; it also shows that it is not really about where you ride, but how you do it. All tricks are pulled out of the hat and all manner of riding styles are presented in this dramatic film, where the 'free-biking' concept makes its debut.

Pregnant pauses have been worked in innovatively to fit in the 'free-biking' maneuvers. a bunch of chickens scattered by a wheelie ... elderly men playing backgammon indoors pause as bits of cement fall onto their board ... men looking up to see their antique lamp swaying, as the bike lands heavily on a rooftop … the young man blowing passionately on a trumpet, chin up and head thrown back, stops suddenly as he sees a bike flying across the narrow alleyway he is in. And after all the frenetic obstacle negotiation, the bikers hit the open road, again free from any form of traffic, to come to a complete screeching halt as an elderly lady gingerly walks past them on a zebra crossing.

Stunts that used to be exclusive to moto-cross bikes will now be seen on the street bike, Bajaj Auto Pulsar, and have been presented in a fashion that depicts extreme realism in a way never seen before. Captured by hand held shots, rather than set-ups, the stunts do not appear as stunts per se, but realistic moves, that shows how the free-biking riders negotiate the various obstacles to flank the

traffic jam.

Says Mr. Abhijit Awasti, O&M, 'The art direction with the right colors, textures, murals, interesting people -- cars of the distinct make and style on Cuban roads, a room with furniture befitting a Cuban home -- has a certain grit and grunge feel that makes the film more interesting and connects with the performance biker.'

The Bajaj Pulsar 200 is a sporty, sexy machine with extra power, more control and meaty looks. Its 200cc DTS-i engine generates 18 Ps of raw pulsating power to provide riding excitement to performance hungry bikers. This makes the Pulsar 200 the most sporty and stylish powerhouse on two wheels to pace the Indian roads.

It has many firsts to its credit. It comes equipped with an oil cooler, which helps control engine oil temperatures at sustained high speeds and rpms, thus ensuring more stable engine oil viscosity. It's also the first bike in India to feature both front and rear tubeless tyres, which besides offering superior stability are safer than conventional tube types and in sync with the offerings abroad for similar applications. The rear tyre is the broadest in its category to ensure better road grip and stability.

The new digital console is an advanced version of the latest Pulsar family. Apart from the Digital Odometer, Digital Speedo Meter, Digital Fuel Gauge and two Digital Trip Meters, the console on the 200 cc Pulsar DTS-i has indicators for Air filter condition, Engine temperature, Battery voltage and Oil level, all of which contribute to enhancing rider info for trouble-free riding.

Another first is the use of split seats for styling and comfort. The split grab rail perfectly compliments the new rear chiseled looks. It is also the first Indian bike to have electric start as the sole means of engine cranking, dispensing with the kick lever.

The Bajaj Pulsar 200 is exclusively available at select probiking Showrooms across the country.

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