

A DECADE OF DEFIANCE

OCTOBER 2001

OCTOBER 2011

In the span of past ten years, the Bajaj Pulsar has propelled its maker up in the ranks, given the Indian motorcycle industry a shot in the arm and has effectively led the performance motorcycle bandwagon single-handedly over the years. Above all, it has brought the joy of motorcycling within the reach of millions of Indian bikers, young and old alike



OCT 2001

OCT 2003

NOV 2004

AUG 2005

NOV 2006

JAN 2007

FEB 2007

MAY 2009

JUNE 2009

DEC 2009

JAN 2010

AUG 2011

Genesis

Pulsar UGI

Pulsar UGII

Pulsar UGII All Black

Pulsar UG III

Pulsar 220 DTS-Fi

Pulsar 200 DTSi

Pulsar UG IV

Pulsar 220 DTSi

Pulsar 135 LS

PULASR 220

Pulsar Speedlines

Launched in the final quarter of 2001, the Bajaj Pulsar twins in their 150cc and 180cc guise changed the way motorcycles were perceived in the Indian space. Fast, fun and affordable, inception of the Pulsar brigade spawned bikers around the country.

The introduction of Bajaj's patented DTSi twin-spark technology on the Pulsar twins came with the first upgrade. Increased horsepower, a bikini fairing and a TV commercial set the hearts of Pulsar owners racing as the two brutes wheeled past each other.

In 2004 came a host of upgrades including another touch of genius - the ExhaustTEC system for better torque, Nitrox shock absorbers and 17-inch alloy wheels as standard fitment. Raising the bar higher than any of its rivals could match up to.

The following year came the 'Fear the Black' all-black styled Pulsar 180 DTSi with a tyre-hugger and a rounder profiled rear tyre for improved road holding. Short-gearing, this Pulsar was a hoot in the city but it definitely left tourers a bit disappointed.

Over half a decade and the Pulsar phenomenon had already established itself with over a million Pulsars and 50 per cent market share in the premium segment. In 2006, it got better with revised styling, India's first digital dash and more firepower!

Taking the Indian motorcycle space by storm, the biggest Pulsar - 220 DTS-Fi came in with a bang, complete with 20 horses, fuel injection, oil-cooling and a rear disc brake. It sent the bikers into a frenzy and set the ball rolling for quarter-litre bikes.

Year 2007 marked what would go on to become a cult motorcycle, the launch on the Bajaj Pulsar 200 DTSi. A naked streetfighter machine that packed in raw power and nimble handling it soon became an icon amongst the Pulsar purists.

The lower end of the Pulsar spectrum of the 150 and the 180 was brought up to speed in 2009 with smart looking tank shrouds, clip-on handlebars, tubeless tyres, O-ring sealed chain and a sportier split seat set-up. Of course, it made more horses!

Condemned for reverting to a carburettor from the advanced fuel injection system, with the new Pulsar 220 DTSi, Bajaj Auto proved its critics wrong with the old adage - 'Keep it Simple Stupid' while giving the Indian bikers the fastest Indian.

By the end of 2009 came a glimpse of what the future Pulsars will be like in the form of the Pulsar 135 LS (Light Sport). Powered by an all-new 4-valve DTS-i motor and boasting excellent power-to-weight ratio, the future of Pulsars was evidently fast.

Popularised by the now discontinued Pulsar 200, the 220 naked marked the return of the streetfighter with a bigger 220cc heart and a rear disc. While its faired sibling held the crown for the fastest Indian, this one held it for the quickest 0-60km/h time.

To commemorate the ten years of the Bajaj Pulsar, the company released a special two-tone livery for its entire Pulsar range called as 'Speed Lines'. Just a small gesture towards the legend before the entirely new range of Pulsars enter next year.

TEN ON TEN!

In the widespread variety of motorcycles that the world has seen, there are very few bikes that can match what the Bajaj Pulsar managed to achieve in just ten years since its inception in November 2001. In fact, the only other motorcycle that comes to mind when talking about market defining (or shall we say redefining?) products happens to be the humble little 50cc Honda Super Cub, which went on to become the best-selling motor vehicle in the history books. The time of its introduction was just right. When all the others were busy making rather big motorcycles - this simple yet effective and reliable motorcycle from Honda was an apt solution. Similarly, the Pulsar arrived when every motorcycle in the country was designed around fuel efficiency and economy.



to experience the thrills of motorcycling. Everything about the Pulsar oozed speed and performance without really demanding a hefty premium for it. The affordability of a good looking and fun motorcycle meant Bajaj Auto was bang on target with its idea of bringing power to the people than waiting for them to reach out to it at some point in their lives. Certainly then it is the Pulsar that single-handedly propelled the premium motorcycle segment in the country over the past decade to a place where today we have manufacturers queuing up to launch their premium products. Back in 2001 when the premium segment commanded barely five per cent of total market share, it was a huge gamble to enter the segment but it was a calculated risk backed by the foresight and vision of Rajiv Bajaj.

The gamble has paid off generously and Bajaj Auto now commands about 45 per cent share in the growing premium segment, with none of the rivals within sniffing distance. And the situation is not likely to change any time soon as Bajaj Auto readies to launch a completely new generation of Pulsar models this year.

The Hero Honda CBZ in the 150cc premium segment opened the door only a tiny bit to the world of performance motorcycles. Bajaj Auto MD Rajiv Bajaj saw the opportunity and seized it instantly. As the Pulsar burst on to the Indian two-wheeler scene, it kicked the door wide open allowing more and more enthusiasts

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