



### **POWER REVVING SINCE 2001**

It has been quite a journey for Baja; Auto from launching the first ever Pulsar in 2001 till today when the very Pulsar itself defines what Baja; stands for globally. Pulsar has come a long way, from defining an attitude for the adrenaline hungry audience when it was launched to surprising their devotees year on year with technological milestones. Each milestone adding to its natural charisma, to its majestic persona, to its testosterone filled technology. On yes, it's definitely male and it has continually built bikes which have varied in styling, power and features, time after time outperforming itself.



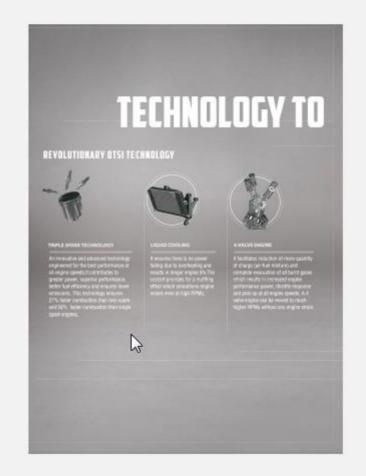
### RIDING THE GLOBAL HIGHWAY

Bajaj Auto has grown manifold riding on the mania generated by the Pulsar. Everyday more than 5 million bikers across 30 countries worldwide seek their daily dose of adrenatine riding their Pulsars. It all started in India. but bikers across the World can relate to this raw emotion of Pulsar which can only be felt riding it. This commitment of the bikers with the Pulsar has helped in making Bajaj Auto the world's third-largest manufacturer of motorcycles.









# BAJAJ: ACROSS THE W RLD

Bajaj Auto Limited's journey to become a 'Giobal Powerhouse in Motorcycles' has indeed been incredible. From being a leader in scooters to change course to take the motorcycle industry by storm. From embracing technology to pioneer India's no 1 sports bike in Pulsar, to redefine commuter biking through Discover. From being a force to reckon with in India, to becoming an exporter to over 50 countries.

## **PARTNERS**

Motorcycles corven Argentina SA was founded in June of 2007, the result of an investment of domestic capital fully. Heiress of industrial experience Corven Automotive and its high quality standards, Corven Motorcycles has maintained since birth sustainable developments, doubling year after year its output. What was initially a goal, today is a reality and Corven Motorcycle has become one of the leading companies in the manufacturing of motorcycles within the Argentine market sector.







