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Kawasaki & Bajaj To Launch Superbikes



For the first time in more than 25 years, Japan's Kawasaki Heavy Industries will introduce a high-powered motorcycle in the Indian market with the help of its Indian partner and long-time collaborator, Bajaj Auto. Bajaj and Kawasaki had developed various motorcycles during their alliance of almost two decades. However, Kawasaki never launched a product under its own brand name without sharing it with Bajaj.

The alliance will see the launch of the [Kawasaki Ninja 250R](#) which will be made at Bajaj's Chakan facility near Pune. This will help the company save on the high duties levied on imported bikes. The 250cc, 30 bhp bike will be imported as completely knocked down kits from Kawasaki's Thailand plant. The company will also look to launch other high-performance bikes, including the Sports Roadster, Ninja ZX-6R, Z1000 and Vulcan Cruiser.

Marketing and distribution will be the sole responsibility of Bajaj Auto. Kawasaki will provide the necessary training and parts back-up. Pricing details will be revealed at the time of launch. These bikes will be sold at Bajaj's Probiking showrooms, a chain of retail stores set up for high-end bikes. They may be later made available at Bajaj's other dealerships. In return, Bajaj will continue to get help in technology and design development from Kawasaki for its future products. Kawasaki will tap Bajaj's supplier base to source components to meet the requirement of its overseas operations.

You can also find this article published on [Kawasaki & Bajaj To Launch Superbikes](#), and on the tag pages [Kawasaki Ninja 250R](#).