



## **Moser Baer unveils 'Racer'- a race car shaped mini USB flash drive**

**4 GB and 8 GB variants in 4 vibrant colors**

**New Delhi, March 21, 2012:** Post introduction of a credit-card shaped flash drive, **Moser Baer** has launched another innovative offering in the flash memory segment- **a race car shaped USB flash drive**. Named as **Moser Baer Racer**, the tiny, sleek and trendy mini USB flash drive has an ergonomic design. Its slightly raised platform, ribbed contours and connector-less shape provide comfortable insertion and pull-out, ease of hold and portability. It comes in 4 and 8 GB variants.



**According to Deepak Shetty, Senior Vice President-Domestic Sales and Marketing, Moser Baer,** “The mini-USB flash drive rides high not only on the form factor but also on its high data transfer rate adding value to the overall usage experience. Its notable shape and colors will surely strike a chord with the youth who make a major pie of the end-consumers in the flash drive segment.”



**Moser Baer Racer** measures 42 x 18 x 10 cubic mm (LxWxH) and weighs just 6 gms. With USB 2.0 and 1.1 interface (hot plug in), it is compatible with almost all operating systems of desktops and notebooks such as Windows ME/2000/XP/Vista/MacOS9.0 or later and Linux Kernel 2.4.2 or later.

Offered in 4 vibrant colors – sizzling orange, mystic purple, lively blue and smart black, **Moser Baer Racer** comes in a dapper pack at a MOP Rs. 282/- for 4GB and Rs. 289/- for 8GB and is available at 1,00,000 Moser Baer dealer outlets and at <http://shop.moserbaer.in>

### **About Moser Baer India Ltd.**

*Moser Baer India Limited headquartered in New Delhi, is a leading global tech-manufacturing company. Established in 1983, the company has successfully developed cutting edge technologies to become one of the world's largest manufacturers of Optical Storage media like CDs and DVDs. It has the distinction of manufacturing every 5<sup>th</sup> disc globally. The company also emerged as the first to market the next-generation of storage formats like Blu-Ray discs in India. Over the years the company has entered into exciting areas of consumer products, home entertainment and is set to lead the technology curve in tapping renewable energy resources in the high growth photovoltaic space. Moser Baer India has emerged as one of the most credible brands focused on hi-tech manufacturing and R & D activities. It is continuing to unfold the next generation innovative technologies that will catapult India into a respectable manufacturing hub.*

Website: [www.moserbaer.com](http://www.moserbaer.com)

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