**Royal Enfield introduces the new Himalayan
Adventure touring and off-roading to now get more exciting and engaging**

* ***The new Royal Enfield Himalayan to come with Switchable ABS and Hazard switch among other new features; Bharat Stage VI compliant***
* ***Vibrant and new dual-toned colourways - Gravel Grey, Lake Blue, and Rock Red***
* ***Bookings to open across all stores in India on January 20th, 2020; to be available starting at Rs. 186,811 (ex-showroom)***

**New Delhi, January 20th, 2020:** The Royal Enfield Himalayan has redefined adventure touring in India and across the world. Inspired by Royal Enfield’s 60 years of enduring history in its spiritual home - The Himalayas - the motorcycle has been an accessible and engaging option for accomplished riding enthusiasts as well as aspiring adventure riders. Launched in 2016, the purpose-built motorcycle is an absolutely versatile and truly off-road capable motorcycle. Taking forward this journey, Royal Enfield, the global leader in the mid-size motorcycle segment, today announced the launch of the new Himalayan with BS-VI compliant engine.

The new Himalayan retains the original versatility and vigour of the motorcycle, and makes the ride experience more engaging by adding a Switchable ABS feature. Switching the ABS off allows the rear wheel to lock, and lets the rider drift when riding off-road. This makes adventure touring and trail riding experience more engaging and exciting for riding enthusiasts. With more focus on rider safety, the new Himalayan is equipped with a hazard switch that warns other riders in its proximity in case of a red flag. In addition to this, the enhanced brake mechanism ensures a smoother riding experience with lesser stopping distance. The new motorcycle will also come with an improved side-stand that will make parking on any kind of terrains easier.

The new Royal Enfield Himalayan will be available in three colours, including two dual tone colours, inspired from the varied terrains that our riders ride on during their journeys - Lake Blue and Rock Red, adding to the existing portfolio of Snow White, Granite Black, Sleet Grey and Gravel Grey. The motorcycle comes with a 3 year warranty and will be available across all Royal Enfield stores in India starting at Rs. 186,811 (ex-showroom) for the Snow White and Granite colours. The Sleet Grey and Gravel Grey are available for Rs 189,565 (ex-showroom) and the newly introduced dual tone colours Rock Red and Lake Blue will be available at Rs 191,401 (ex-showroom)

**Commenting on the launch, Mr Vinod Dasari, CEO, Royal Enfield India, said** “The Himalayan is a distinctive adventure tourer which has performed admirably well, both in India and international markets. Since 2016, the Himalayan has served as a versatile, accessible and un-intimidating ally to many adventures across the world. The launch of the new BS-VI Himalayan with its unique features and design functions gives us confidence that it will resonate with riders, setting new standards for adventure motorcycling in the country.”

Inspired by the newly launched motorcycle, Royal Enfield will also bring in a new range of apparel. The collection will offer an exclusive range of dual sport helmets to match the colorways of the new Himalayan. The collection also has a lifestyle apparel range, consisting of a lightweight jersey with armour pockets on shoulders and elbows and a curated range of t-shirts, sweatshirts and headgears. These will be available across the Royal Enfield dealerships in India.

The Himalayan’s touring capability is enhanced and complemented with Royal Enfield’s Genuine Motorcycle Accessories that offer storage, safety comfort and control while riding. Genuine and homologated accessories such as the aluminium handlebar with cross brace for easier handling, a set of 26-litre aluminum panniers for ample storage space, touring seats with 3D mesh for added comfort on long rides, and large engine guard for protection, are some of the vital options to choose from alongside a host of other accessories. Every Genuine Motorcycle Accessory is designed & developed with the motorcycle by a dedicated team of engineers and tested extensively for an exact fit and long lasting durability. Accessories are fully compliant and homologated and are backed by a comprehensive 2-year warranty.

The Himalayan, which was launched primarily for the Indian markets, has grown to become one of the best adventure touring motorcycles in its segment not just in the country, but globally. It has paved the path for non-extreme and more accessible forms of adventure touring and the new Himalayan will further strengthen this underserved category. More recently, the Himalayan has created a few more benchmarks in adventure touring space. It has accompanied riders in newly curated adventure and epic rides. Be it a challenging ride in collaboration with the Indian Army to the Karakoram pass, or to the base camp of the mighty Mount Everest in Tibet, the Himalayan has been the perfect motorcycle companion to adventure touring and exploration.

**About Royal Enfield:**

The oldest motorcycle brand in continuous production, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-sized motorcycle segment in India with its unique and distinctive modern classic bikes. With its new manufacturing base in Chennai, India, Royal Enfield is able to grow its production rapidly against a surge in demand for its motorcycles. With more than 40% compounded annual growth rate over the last 8 years, Royal Enfield is fast becoming a very important player in the global mid-size motorcycle market and is working towards re-inventing this space with motorcycles that are evocative and engaging and great fun to ride.

Royal Enfield’s motorcycle lineup includes the newly launched Interceptor 650 and the Continental GT 650, powered by a modern 648cc twin-cylinder engine. Royal Enfield also manufactures the Classic, Bullet and Thunderbird models in 350 and 500cc displacement and the purpose-built Himalayan powered by the new LS410 engine. Royal Enfield operates through 939 large format stores including 13 company-operated stores and 500 studio format stores in all major cities and towns in India, and exports to over 50 countries across the world including the USA, UK, several European and Latin American countries, as well as the Middle East and South-East Asia.

Royal Enfield also organizes and supports many motorcycling events and rides globally, more prominently the Rider Mania – an annual gathering of Royal Enfield riders from all over the world to the lovely beaches of Goa, and the Himalayan Odyssey, the most arduous motorcycle ride over some of the toughest roads and highest mountain passes in the Himalayas. Royal Enfield also conducts the popular ‘One Ride’ where people around the world ride out on their motorcycles on the first Sunday of April.

For more information about Royal Enfield please visit:<https://www.royalenfield.com> **For further information please contact**
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