

ROYAL ENFIELD

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Bullet^{*} meri jaan

BULLET 350 SINCE 1932



*Bullet, my life.

A MOTORCYCLE THAT CHANGED MOTORCYCLING

The history of the Royal Enfield Bullet gleams as bright as its iconic gold pinstripes. The Bullet made its debut in 1932, on the pages of *The Motor Cycle* magazine. In 1948, it arrived at the Colmore Cup trials with a revolutionary invention that changed motorcycling forever: swinging arm suspension. It went on to win Royal Enfield its first-ever Scottish Six Days Trial in 1952, with the legendary Johnny Brittain as its rider, before going on to conquer the most tumultuous of terrains at trials across Europe.



UNCHANGED BY TIME

Tales of the Bullet's valour travelled from the Scottish highlands and the Italian countryside all the way to the snow-capped mountains of Kashmir. The Indian Army was preparing for war and it needed a machine that was capable of handling even the most inaccessible of landscapes. In the 1950s, an order for 500 Royal Enfield Bullets was placed and the rest is history. Over the next six decades, the Bullet shifted base to India, where it became a cherished ally for soldiers and civilians alike, witnessing everything from wars to weddings. In 2023, the Bullet 350 comes with an upgraded engine and an unchanged soul.



ENGINE

The 2023 Bullet comes with the same mettle in its heart, but new metal at its core. A brand-new 349cc engine delivers plenty of power and dollops of torque, even down low on the rev range, letting you throttle your way around the city bylanes and the country B-roads with equal ease.





FEATURES

From its timeless silhouette to its distinctive thump, the 2023 Bullet retains all the hallmarks of its predecessors, while introducing a series of new upgrades designed to enhance your riding experience.

A top-down view of the front of a Harley-Davidson motorcycle. The image is dominated by the instrument cluster, which is centrally located and features a large speedometer with a needle and markings. Below the speedometer are two smaller gauges: a fuel gauge on the left and a temperature gauge on the right. The instrument cluster is housed in a black, rounded fairing. The motorcycle's handlebars are visible, with a chrome horn on the right side. The fuel tank is partially visible, showing a black and orange stripe design. The background is dark, with a vertical gold stripe on the left side.

UPDATED INSTRUMENT CLUSTER

A new, digi-analogue instrument cluster is the perfect mix of tradition and technology, providing precise information while retaining the timeless aesthetic of the Bullet 350.

DUAL CHANNEL ABS

Engineered to take on every challenge, the anti-braking system with 300mm front and 270mm rear disc brakes allows you to ride steady and halt smoothly, even on the roughest of roads.



ALL-NEW SEAT

The reimagined signature single bench seat has more space and improved under-thigh support, ensuring complete comfort on both quick trips and long journeys.



ROTARY SWITCH CUBES

New and improved rotary switch cubes retain the tactile satisfaction of old-school cubes while making it easy to power up or take off.



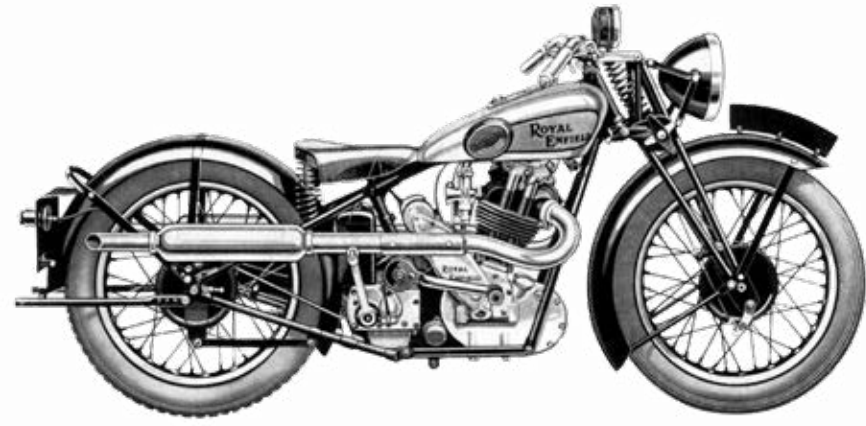


LINEAGE

A short history of the world's oldest
motorcycle in continuous production.

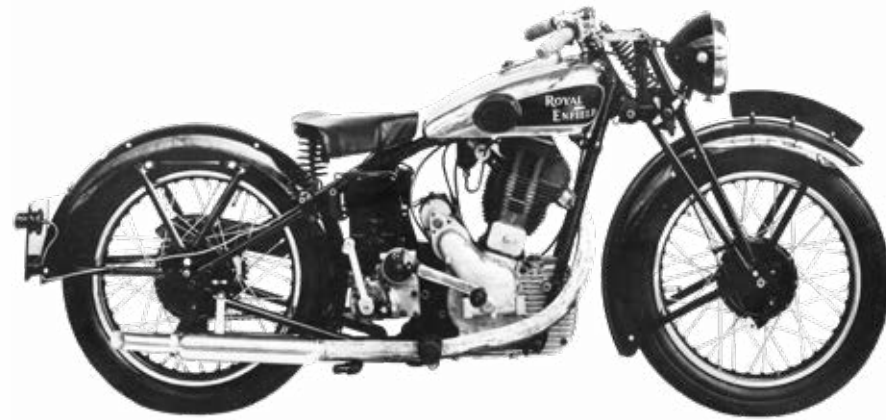
1932

GS 350cc Bullet



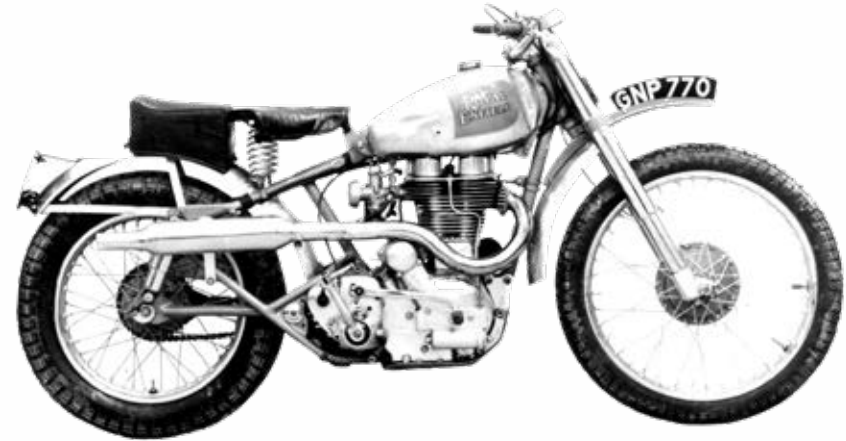
1935

LO 500cc Bullet



1948

Prototype 350cc
Trials Bullet



1949

G2 350cc Bullet



1956

JS Bullet 500cc



1960

Bullet 500cc
Fury



1989

500cc Bullet



1990

350 Bullet
Machismo



1994

Bullet Standard
350cc



2002

Bullet Electra
350cc



2005

Bullet Electra X
500cc



2008

500 Bullet Electra



2013

500 Bullet



2019

Bullet Trials 500



2019

Bullet X 350



2020

Bullet 350
BS-VI



2023

The new
Bullet 350



COLOURS



BLACK GOLD



STANDARD BLACK



STANDARD MAROON

SPECIFICATIONS

ENGINE

TYPE	SINGLE CYLINDER, 4 STROKE, AIR-OIL COOLED
DISPLACEMENT	349CC
BORE X STROKE	72 MM X 85.8 MM
COMPRESSION RATIO	9.5 : 1
MAXIMUM POWER	20.2 BHP @ 6100 RPM (14.87 KW)
MAXIMUM TORQUE	27 NM @ 4000 RPM
IGNITION SYSTEM	ELECTRONIC FUEL INJECTION(EFI)
GEARBOX	5 SPEED CONSTANT MESH
LUBRICATION	WET SUMP, FORCED LUBRICATION
ENGINE OIL	SAE 15 W 50 API, SL GRADE, JASO MA 2 SEMI SYNTHETIC
FUEL SUPPLY	ELECTRONIC FUEL INJECTION
AIR CLEANER	PAPER ELEMENT
ENGINE START	ELECTRIC
CO2 EMISSIONS	63.4 G/KM
NOISE EMISSIONS	STATIONARY: 89DB(A) AT 3050 RPM PASS BY : 76.1 DB(A)
FUEL ECONOMY	2.63 L/100KM

TRANSMISSION

CLUTCH	WET MULTI PLATE
PRIMARY DRIVE	GEAR
PRIMARY RATIO	2.313:1
GEAR BOX	CONSTANT MESH
GEAR RATIO	1ST 2.615 :1 2ND 1.706:1 3RD 1.300:1 4TH 1.040:1 5TH 0.875:1
SECONDARY DRIVE	CHAIN
SECONDARY RATIO	2.800:1
DRIVE CHAIN LINKS	104

CHASSIS & SUSPENSION

TYPE	TWIN DOWNTUBE SPINE FRAME
FRONT SUSPENSION	TELESCOPIC, 41MM FORKS, 130MM TRAVEL
REAR SUSPENSION	TWIN TUBE EMULSION SHOCK ABSORBERS WITH 6-STEP ADJUSTABLE PRELOAD

SPECIFICATIONS

DIMENSIONS

WHEELBASE	1390 MM
GROUND CLEARANCE	170 MM
LENGTH	2110 MM
WIDTH	785 MM (WITHOUT MIRRORS)
HEIGHT	1225 MM (WITHOUT MIRRORS)
SEAT HEIGHT	805 MM
KERB WEIGHT	195KG
FUEL CAPACITY	13 LTR

BRAKES & TYRES

TYRES FR.	SPOKES WHEEL - 100/90 - 19" - 57P (TUBE TYPE)
TYRES RR.	SPOKES WHEEL - 120/80 - 18" - 62P (TUBE TYPE)
BRAKES FRONT IPER	300 MM DISC WITH TWIN PISTON FLOATING CALI- PER
BRAKES REAR PER	270 MM DISC, SINGLE PISTON FLOATING CALI- PER
ABS	DUAL CHANNEL

TYRE PRESSURE

FRONT	32 PSI
REAR	32 PSI

ELECTRICALS

ELECTRICAL SYSTEM	12 VOLT - DC
BATTERY	12 VOLT, 8 AH, VRLA (MAINTENANCE FREE)
HEAD LAMP	12V, H4-60/55W (HALOGEN)
TAIL LAMP	12V, P21/5W
TURN SIGNAL LAMP	12V, 10W X 2 NOS

GENUINE MOTORCYCLE ACCESSORIES

ENGINE GUARD



BLACK AIRFLY
ENGINE GUARD



SILVER AIRFLY
ENGINE GUARD

SUMPGUARD



SILVER
SUMPGUARD

BODYWORK



BLACK
AEROVISOR

SEATS



BLACK TOURING
DUAL SEAT



BROWN LOW RIDE
DUAL SEAT



BLACK PASSENGER
BACKREST PAD

CONTROLS



SILVER DELUXE
FOOTPEGS

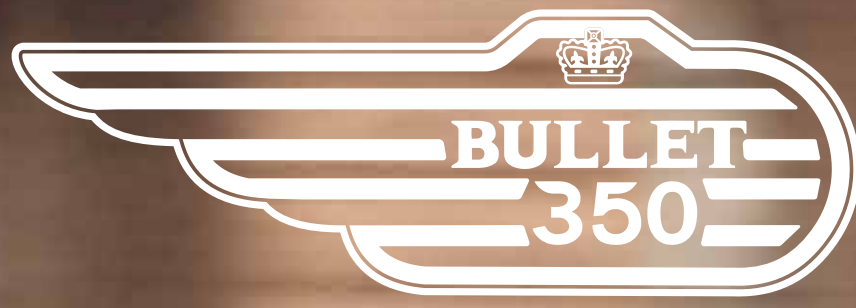


BLACK TOURING
MIRRORS

LUGGAGE



BLACK COMMUTER
PANNIER



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Some of the components and accessories featured in the photographs may not be a part of the standard fitment and applicable for all markets.