

ROYAL ENFIELD

CRUISER CHRONICLES



METEOR
350

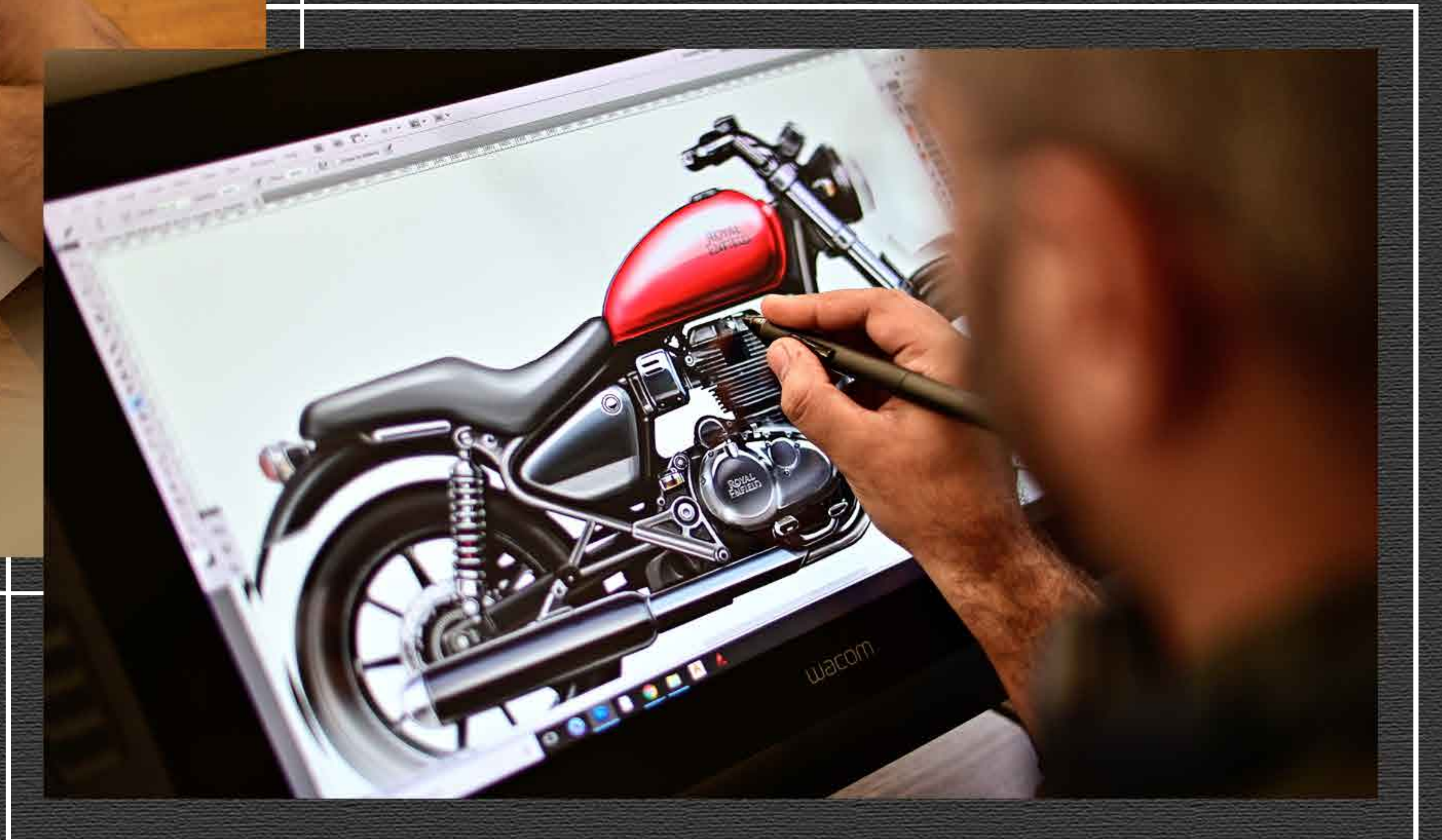
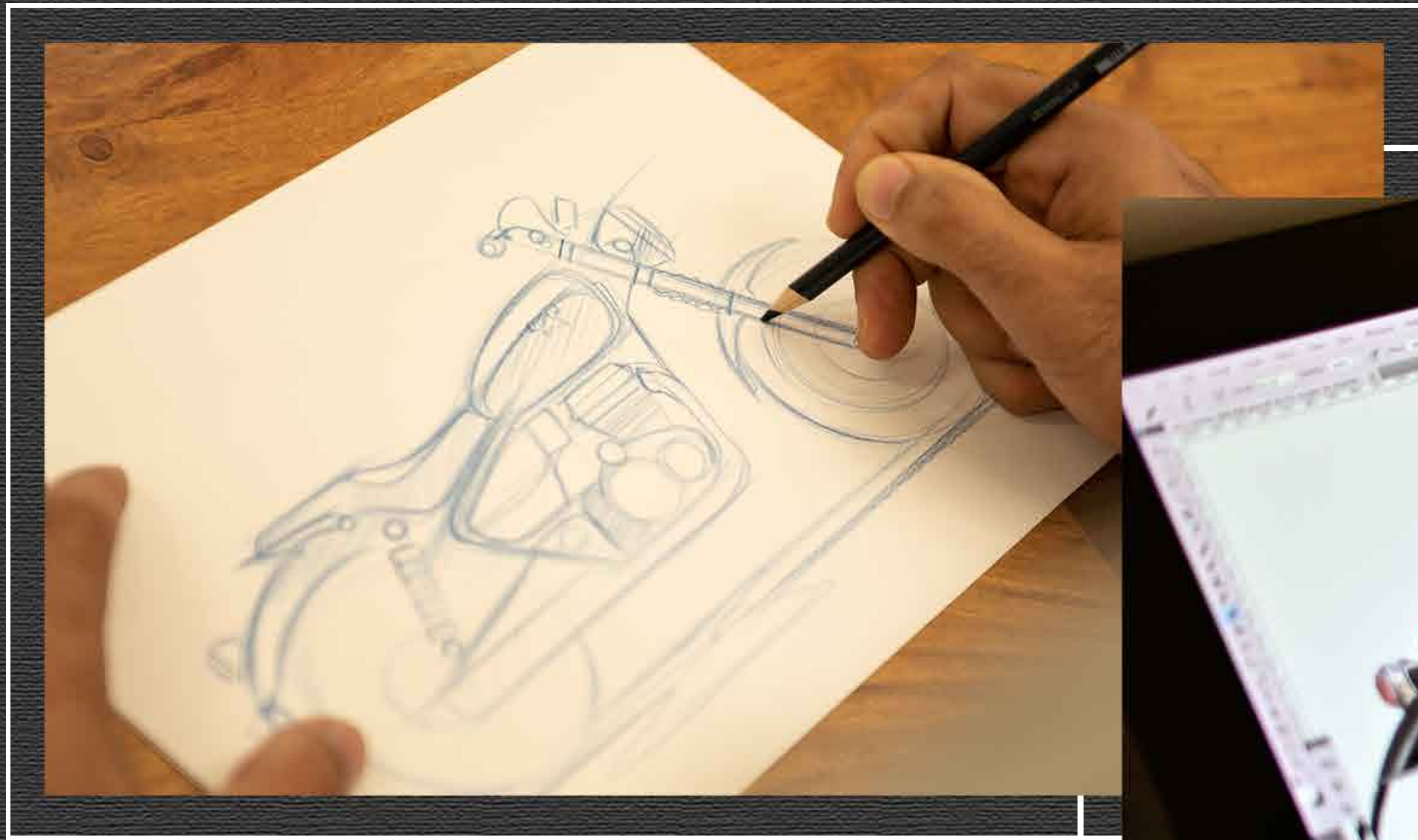
CRUISE EASY

Read all about one of Royal Enfield's
most loved motorcycle - Meteor 350

Volume 2
2021

The
METEOR STORY





DESIGN

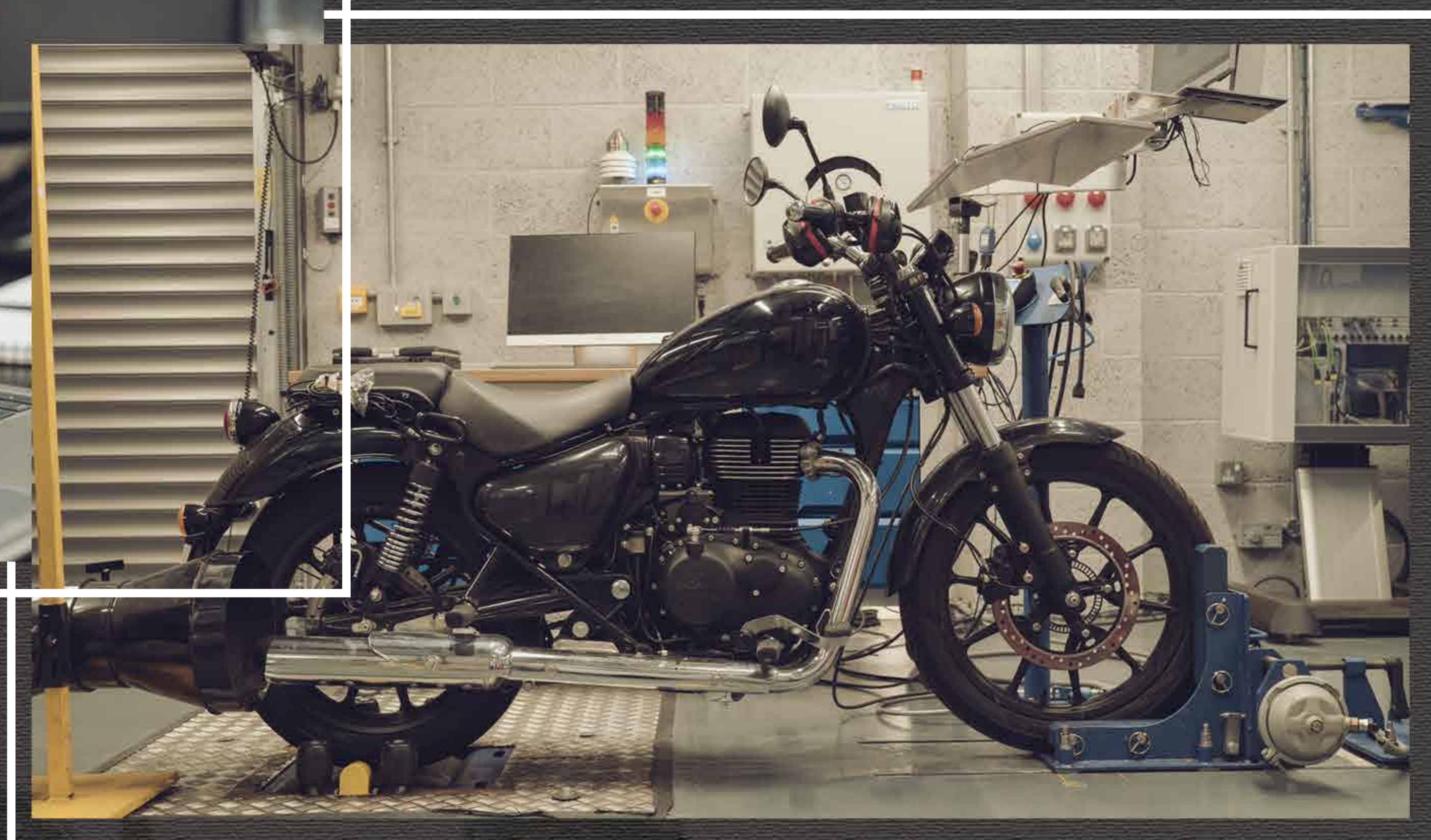
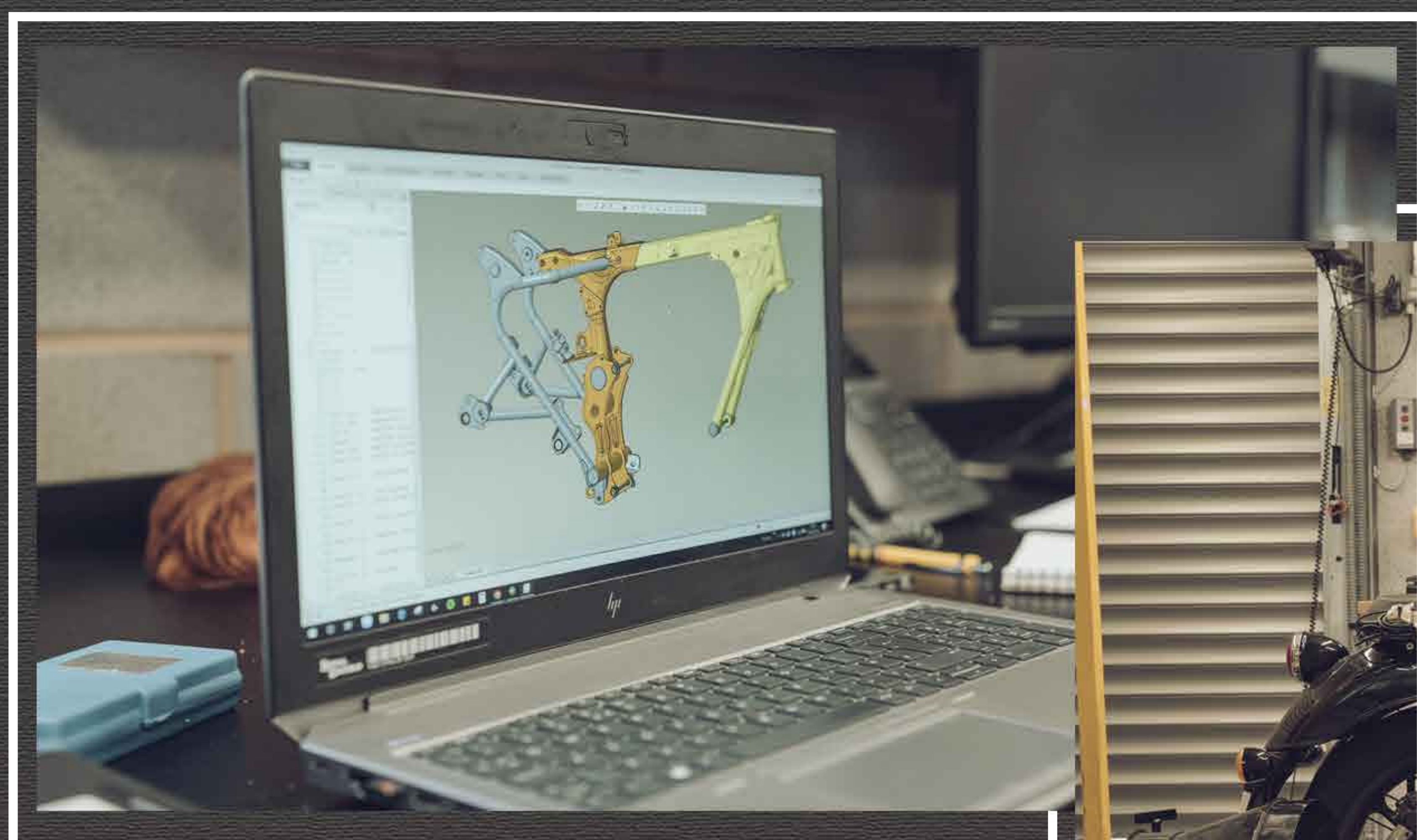
Starting its life on the drawing board, the Meteor certainly was thought of as a natural progression from the Thunderbird marking an evolution of the quintessential Royal Enfield cruiser. However, a fresh "ground-up" approach was undertaken for the development of this motorcycle.



The endeavor was to create a product and experience which ticked all the right boxes, desired by riders who wanted to "cruise easy". The focus was to create a motorcycle that suited long-distance cruising combined with everyday practical use, something that was slowly becoming a global phenomenon.

CHASSIS

The Chassis Design lays emphasis on getting the optimum rake angle, a generous frame geometry, and the best suspension performance. This was done with the intention of giving the motorcycle unmatched riding dynamics. It is this design philosophy that makes the Meteor feel solid, stable, and planted on the open highways while being responsive and nimble in city traffic.



The overall design of the motorcycle takes into consideration, the wants of a generation of riders who appreciate traditional and retro characteristics but want something contemporary to suit their taste.



SEAT AND ERGONOMICS

The seat shape, foam specifications, and the placement of the switchgear and controls on this motorcycle were all worked upon to arrive at the perfect ergonomics best suited for 'Easy Cruising'. The low seat height of 765mm enables a relaxed, easy riding stance.

The design and development team takes pride in the fact that they have finally ended up with a comfortable mile muncher which is fun and easy to ride and also is a great-looking motorcycle.



ENGINE



The brand new 350cc J-Series engine focuses on refinement, instant throttle response, better power & torque delivery, and has an extended rev band, almost 1000 rpm more than the predecessor. The addition of the counterbalance and the revolutionary balancer shaft makes this engine revv smooth and free of any harsh vibrations. Despite these changes, it still retains the long stroke with the distinct thump and exhaust note as well as the low-speed torque characteristics, typical of a Royal Enfield.



TESTING

A series of simulation-based tests were carried out on the prototypes in the R&D Labs of Royal Enfield located in Chennai and the UK to arrive at the best possible combination and configuration of the components that went into making this motorcycle.

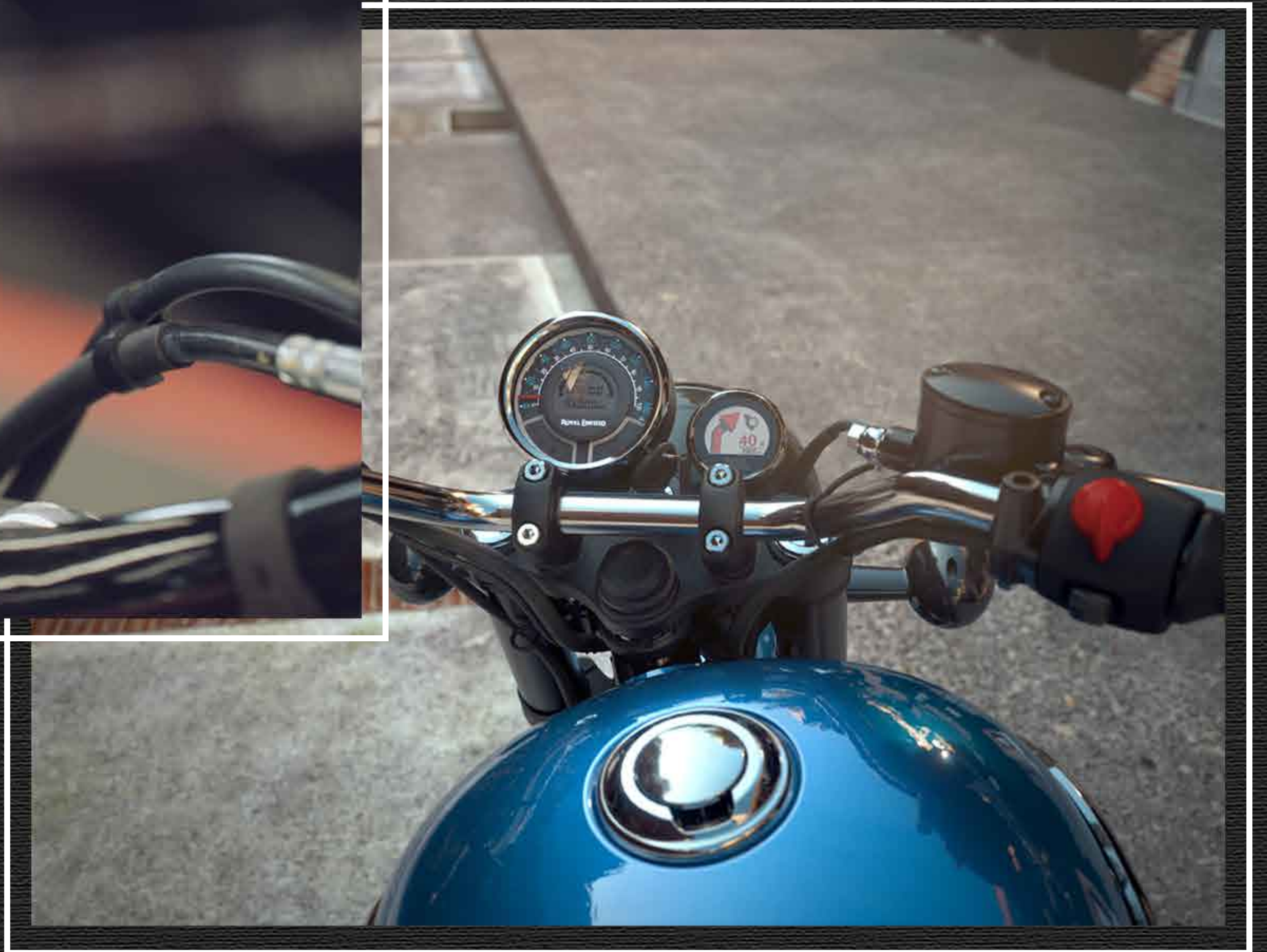
Real-world testing was carried out in the UK, Spain, and India on test tracks as well as regular roads to fine-tune the performance of the motorcycle. This was achieved by clocking millions of kilometers by an eclectic mix of riders in varying terrain and weather conditions. It's no surprise that Ladakh, the holy land for all Royal Enfield motorcycles, also played a very important role in the final testing of the Meteor.

Know

YOUR METEOR

The Meteor brings with it a variety of new features including many 'Firsts' for a Royal Enfield motorcycle. The Meteor comes equipped with a Tripper Pod, which gives clear Turn by Turn navigation to the rider to reach the selected destination. It is mounted in the instrument cluster unit and is perfectly aligned to catch the peripheral vision of the rider and intuitively guides the rider towards the destination. The Tripper Pod is synchronized with the Royal Enfield App on your phone which uses Google Places to explore, select and navigate to almost any destination globally.





The first thing you would notice on the Meteor is the New rotary switch cubes, with the unique starter button mechanism. There is a USB charging socket to enable easy charging of your phone, GoPro, and other devices during those long rides on the roads. The New Switch Cube on the Handlebar now also houses the Hazard Light switch. The Meteor comes equipped with a Dual Channel ABS and a New Braking System with larger Discs and has Alloy Wheels shod with Tubeless Tyres.

ROYAL ENFIELD
TRIPPER

Tripper™ Navigator
Coupled with the Royal Enfield App and powered by Google Maps, the intuitive & easy to use navigation system has your back at every turn

ADD MULTIPLE STOPS AS WAYPOINTS
Delhi
Petrol Pump

SHARE THE ROUTE & RIDE WITH FRIENDS
Send to

SIMULTANEOUS NAVIGATION ON PHONE & TRIPPER
3
20
ROYAL ENFIELD

Shimla

The diagram illustrates the features of the Royal Enfield Tripper Navigator. It shows a map with a route from Delhi to Shimla. Key features highlighted include: 'ADD MULTIPLE STOPS AS WAYPOINTS' (with a 'Petrol Pump' stop), 'SHARE THE ROUTE & RIDE WITH FRIENDS' (with a 'Send to' button), and 'SIMULTANEOUS NAVIGATION ON PHONE & TRIPPER' (showing navigation on both a smartphone and the motorcycle's Tripper display). The Tripper display shows a speedometer with a '3 20' indicator and the Royal Enfield logo.

METEOR 350

Features



Touring Windscreen

Rotary Type Switch Module

Digi Analog Instrument Cluster with Tripper Device

Headlamp with LED light guide

15L Fuel Tank

Alloy wheels

Bigger Front Disc (Dia 300mm) with Dual Channel ABS

Wide Tubeless tyre(100/90-19)

**New 350cc J-Series Engine
(Air-Oil Cooled & Fuel Injected)**

Low and wide seat (765mm)



Split type Seats with Padded Backrest

**LED Tail Lamp lens
with LED Light Guide**

**New Chassis
(Twin Downtube Spine Frame)**

**Bigger Rear Disc
(Dia 270mm)**

**Wider Rear Tyre
(140/70-17)**



The Meteor comes in 3 variants (Fireball, Stellar & Supernova), each with its own colour range, totaling 7 standard colour options across variants.

The **Fireball** comes in vibrant color schemes of Red and Yellow with color matched wheel stripes and a blacked-out theme with black side panels, mirrors, and silencer.



The **Stellar** comes with body color components, chrome finishes, and a backrest. It has color matched side panels and mudguards, a unique chrome monogram on the tank, and chrome finished mirrors and silencer. It is available in Red, Blue and Matte Black.

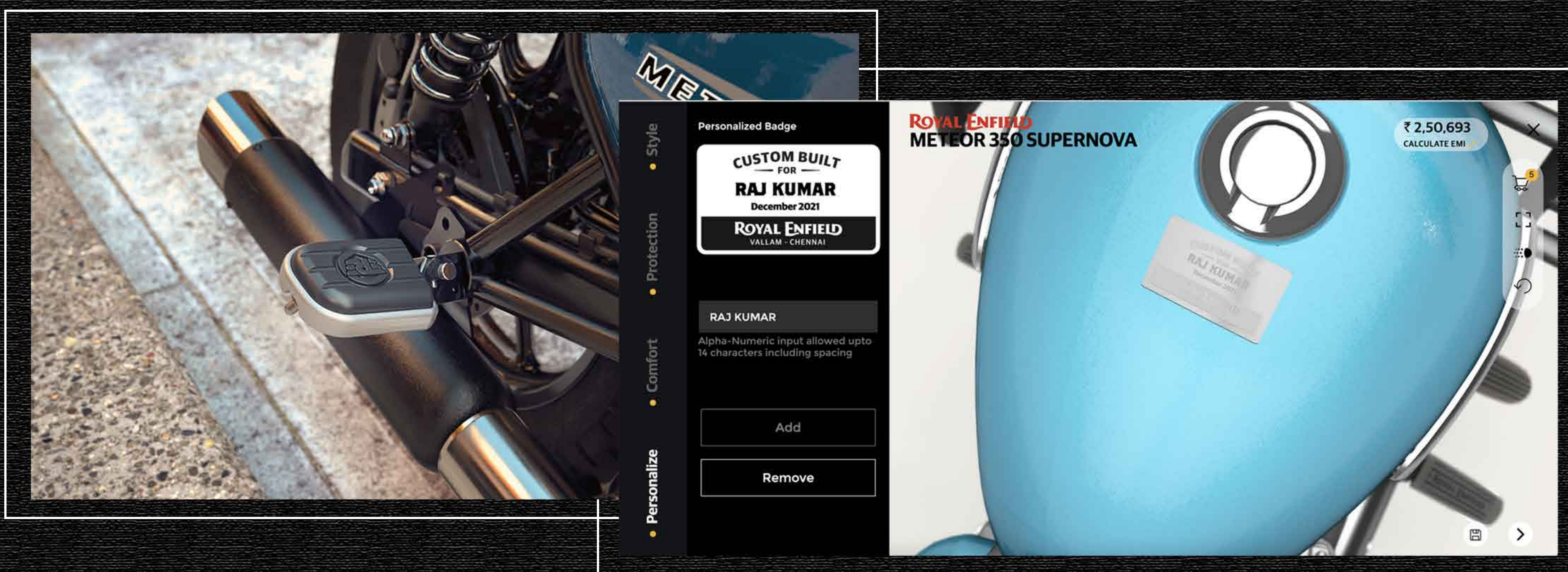
The **Supernova** comes in premium dual-tone color schemes, machined aluminum alloy wheels, backrest, and touring windscreen. It has chrome finished mirrors, silencer, unique monogram and premium stitched seats. It is available in Blue and Brown.



You can choose from even more color schemes and trims with Royal Enfield's personalization programme aptly named "Make It Yours". There are a host of additional options to choose from a wide range of Genuine Motorcycle Accessories like engine guards, windscreens, mirrors, seats, footpegs, and silencers to name a few. You can add these to the Meteor to create a motorcycle unique to you.



The Make It Yours Programme also lets you add your name, or any other detail, on a metal plaque adorning the fuel tank. Hence the MiY initiative provides a unique purchase experience where you can personalize your Meteor and truly "Make It Yours".



MEDIA REVIEWS



"Royal Enfield has produced an authentic feeling, yet well-rounded and impressive product."

- Rishaad Mody

OVERDRIVE

"An easy and refined cruiser that shines just as well on the city, as it does on the highway."

- Rohit Paradkar



"The handsome motorcycle has more sophistication, crafted by lines that sync and flow with a greater sense of clarity and cohesion."

- Kartikeya Singhee



"This is the perfect evolution of the Thunderbird and if you ever thought that you were in love with that motorcycle, this one takes it up a notch and does so, in style - the ergonomics, ride-quality, the engine, the vibrations - it's all done right."

- Shubhabrata Marmar

AWARDS

INDIAN MOTORCYCLE OF THE YEAR

IMOTY

MOTORCYCLE OF THE YEAR

Car and Bike Awards 2021

RETRO BIKE OF THE YEAR

MCN, UK

CRUISER OF THE YEAR

Bike India

CRUISER OF THE YEAR

Motor Vikatan

MOTORCYCLE OF THE YEAR

Autocar Awards

MOTORCYCLE OF THE YEAR

Motor Vikatan

MOTORCYCLE OF THE YEAR

BBC Top Gear India Awards 2021

MOTORCYCLE OF THE YEAR

Motoring World

ENTRY MODERN CLASSIC

MOTORCYCLE OF THE YEAR

Car and Bike Awards 2021

MOTORCYCLE OF THE YEAR

Motorscribes

MOTORCYCLE OF THE YEAR

Flywheel

BEST ENTRY LEVEL CRUISER C!

Motorcycle Awards Philippines

MOTORCYCLE OF THE YEAR,

PEOPLE'S CHOICE

Jagran

HIGHLIGHTED BIKE OF THE YEAR

Duas Rodas Magazine Brazil

#MissOut
OnNothing



METEOR 350

CRUISE EASY

