

ROYAL ENFIELD

CRUISER CHRONICLES



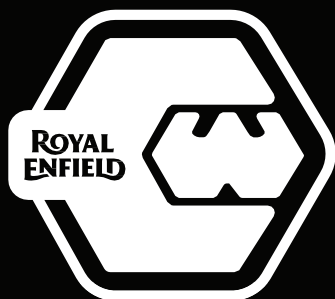
ROYAL ENFIELD

METEOR
350

In this edition we explore the Royal Enfield Custom World and the first ever public custom design competition.

BASED ON THE METEOR 350

**DECEMBER
2023**



CUSTOM WORLD

Royal Enfield makes the most custom friendly motorcycles in the world. After that, it's up to you to take them to the next level. These are your dreams in metal - imagination and craft from around the world.

The best of the best, hand-picked, the wild, the creative, the wonderful and the weird are only a few monikers that represent the true essence of the Royal Enfield Custom World.

Builders from around the world have dedicated their lives to creating exquisite motorcycles and accessories that help you personalise your Royal Enfield Meteor 350.

Here is a chronicle dedicated to the builders and the beautiful machines that they bring to life..

DIABLO

BY K-SPEED
Chopper style



The Meteor is quite distinctive in its own way and the plan was to try & retain the majority of its silhouette. Now that the base platform & concept was clear K - Speed went about their work integrating minor yet very impactful changes and managed to achieve a very different take on the quintessential chopper. The Meteor lends itself beautifully for personalisation and a testament to that is that the tank, side covers, front forks and rims are all stock. The exhaust pipe is one of the many interesting specially built parts of the Diablo & has been crafted to flow along the iconic lines of the frame that adds the final details to make it an unmistakable Meteor chopper.



KHUN

ZEUS CUSTOMS
Brat Bob style



Like a lot of custom styles, there is no hard and fast bratstyle by definition. Often, you just sort of know one when you see one. In that way “The Khun” draws inspiration from different styles of motorcycles, but comes together as a very unique & personal take on what a Brat can be, the Meteor in this case was used to showcase the versatility while carrying forward a few stock parts. The handlebars have been dropped to give the bike a more sportier stance, a 6 inch yellow lens headlight adds to the era specific appeal, the front axle and spring were trimmed to give the bike a narrower look while classic wire spoke rims enhance the retro theme of the build. The front and rear light setup are small & minimal and that gives the bike a clean silhouette.



THE STARSHIP METEOR

IRONWOOD MOTORCYCLES
Cruiser Style



The challenge was laid down by the in-house Custom Team at Royal Enfield's UKTC to Ironwood Motorcycles and their Creative Director & Founder, Arjan van den Boom - to interpret their own ideal Easy Cruiser, which would allow them to discover the place they called home in a whole new light, and turn as many heads in the process.

Says Arjan van den Boom, of Ironwood Motorcycles "The Meteor ticks a lot of boxes as stock but it was our task to spice it up a bit more. We had a very clear visual identity that we wanted to develop, inspired largely by my love for all things Star Wars!"

We decided on blacking out lots of the component parts in order for the amazing "Meteor Rain" paint job by Royal Kustom Works to really stand out on the tank.



NAUTILUS

AI9BUILT
Art Style

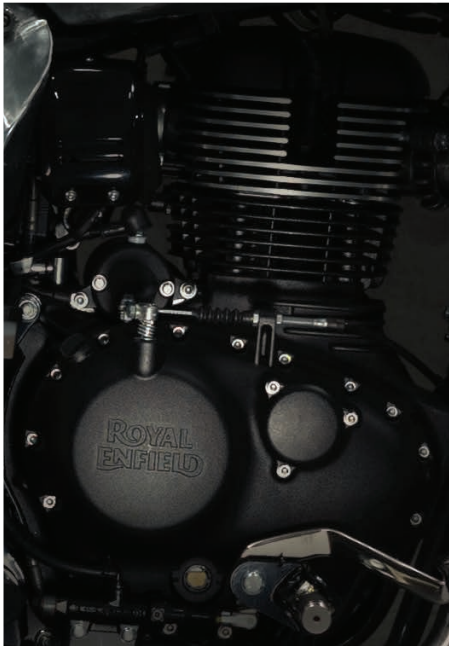


The Nautilus is a Collaboration between Wilco Lindner at A Nineteen Built and Royal Enfield. After winning the Roland Sands Dream Build-off, a Royal Enfield Meteor 350 was sent over to Wilco in the Netherlands. A design direction was quickly chosen and the Nautilus was built, completely freehand.

No drawings, no software. Purely done by hand.

The rear “bathtub” fairing and fuel tank highlight the standard lines of the bike, drawing the eye along the length of the build.

Named “The Nautilus” after the famous submarine of Victorian fiction, its sweeping forms harken back to an age when industry still bore the trappings of craft.

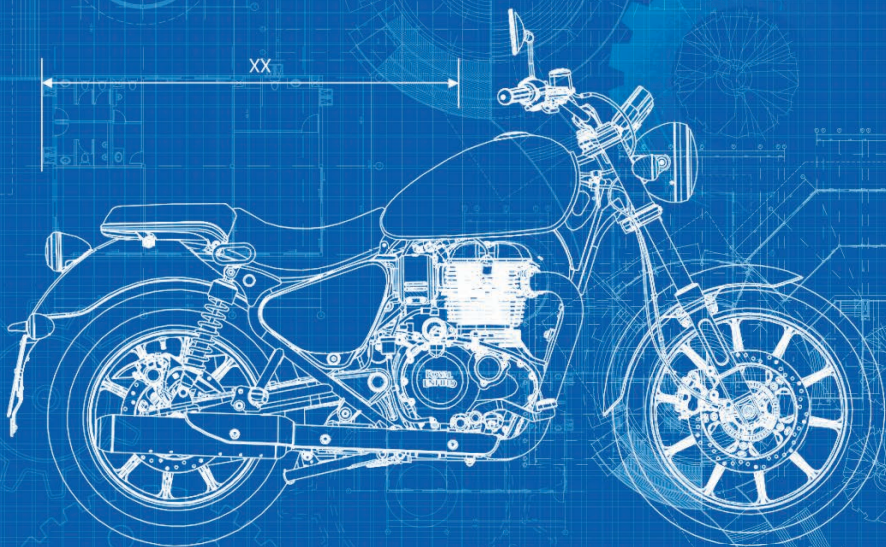




Build Your Own Legend (BYOL) is Royal Enfield's first ever public custom design competition. We shared a blueprint of the Meteor 350 as a canvas for customization and sought entries from the community to design their own take on the Easy Cruiser.

With more than a 1000 entries, the 3 best designs emerged victorious. The winners embark on a journey to learn about custom building houses, the people that work there, and motorcycle customization in the country.

The 3 bespoke designs come to life as they build their custom Meteors from the grounds up. Read on as the epic saga unfolds.



MEET THE WINNERS



SAMIM JAHIN

"For me, a design is all about the balance. I have always liked straight lines in motorcycle. Partnering with a builder, I think I'll get a closer look at the process and someday I will be able to build some motorcycle myself."



PRATIK GARUD

"I'm not a professional designer, but I have a bunch of ideas. When BYOL was announced, I was really happy and I went into a creative phase where I was not thinking about anything else. I'm excited I'll get a chance to work with a professional builder."



SOURABH SALKE

"I'm a creative designer at LTI. Since my childhood, I was always drawing cars and bikes and whatnot. I wanted to become an artist. The inspiration behind the motorcycle was to keep it very simple, yet complex and you know, to basically enjoy the ride."

MEET THE BUILDERS



Jay Patel - J&D Customs

Jay Patel is a one man show and relatively new to the profession, however in this short time he has gained international acclaim for his work and the fact that he builds every bit of a motorcycle by himself intrigues us.



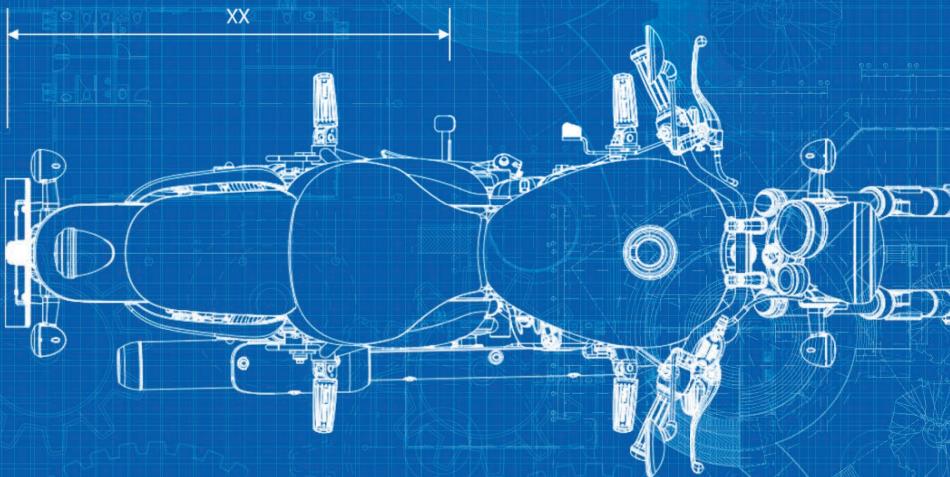
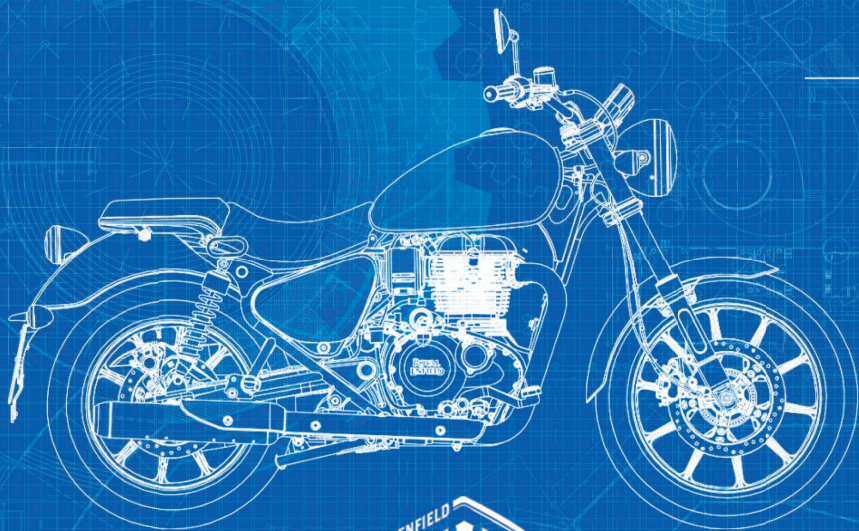
Shail Sheth - Bombay Custom Works

Set up in 2012 BCW made waves as soon as they jumped on the scene. They love the vintage way of doing things & are masters of working with a variety of materials



Ricardo Pereira - Bulleteer Customs

One of the oldest builders in India & a die hard fan of the Brand, if the name already doesn't suggest that, a versatile builder with an extremely driven team





CHAPTER 1

THE LEGEND BEGINS

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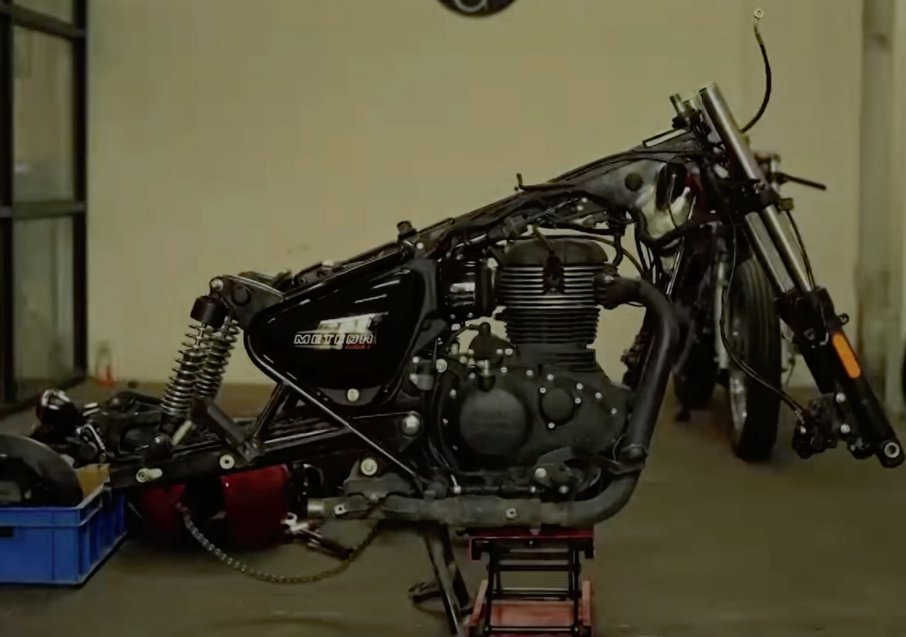
The winners arrive at the Royal Enfield Tech Center and they are introduced to the pure motorcycling experience and the world of Royal Enfield Custom motorcycles. They are welcomed by the Custom team and are given a tour of the India Technical Center (INTC) followed by a quick visit to the plant where they see motorcycles being handcrafted.

After the tour, they are ushered to the design studio where there is a surprise in store for them. The lights go off and a video starts playing on the screen introducing the 3 builders that they would be working with over the next few months.

As they stand in awe discussing their favorite builders and how they would be paired up, the builders make their entry. Shamim gets paired with Jay from J&D customs, Pratik teams up with Shail from Bombay Custom Works, and Sourabh gets to work with Ricardo from Bulleteer Customs.

After a quick round of introductions, the builders and the winners sit down with the Royal Enfield design teams to assess and refine the practicality of the original designs and arrive at the final blueprints.

At the end of the day, everyone went back with a sense of joy and excitement as they take a step closer to building their own legends based on Meteor 350



CHAPTER 2

THE TEAR DOWN

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The winners arrive at their new homes for the next 2 months - the builders' custom studios.

Sourabh is in Bangalore at Bulleteer Customs. Ricardo introduces his team and the setup. Sylvester is one of the core members of the team who is also Ricardo's cousin.

Pratik is in Mumbai at Bombay Custom Works and meets Shail's team - Pappu, Yogesh, and Ravi among others.

Shamim is at Baroda at J&D Customs where Jay is there to welcome him. Jay is mostly a one man show but he introduces Fanil Pandya whom he calls "one of the pillars of J&D customs"

The dismantling of the Meteors begin and each of the builders take their own unique approaches. Each participant has their work cut out for them on three specific tasks.

Ricardo strips down the motorcycle to the barebone engine and chassis. He places the new tyres on either end to visualize the stance of the final build. He considers it the most stimulating part of the build process.

There is chopping and grinding aplenty when Sourabh has an idea for a new component design for the swingarm. Ricardo sees the flaw in the design but indulges Sourabh's request. While the experiment doesn't work out, they take it as a learning experience.

Ricardo appreciates Sourabh's spirit and positive attitude and says it's going to be fun working with him.

Shail doesn't dismantle the whole motorcycle at the onset and removes only the components they need to work on. They start working on the tank. They retain the base since they need to refabricate the top part of the tank.

Pratik is easily startled by the loud hammering on the tank panels and constantly searches for earmuffs which he always misplaces. Shail jokingly teases "how will you get work done without making some noise". With the earmuffs on though, Pratik is almost hypnotized by the rhythmic "tak tak tak" of the hammer on metal.

Ravi assigns Pratik the task of removing a dent from a tank to test his mettle. Slowly and steadily Pratik accomplishes his task and is congratulated for a job well done.

Jay dismantles most of the motorcycle and fits the tyres first. He begins by designing a new tank from scratch and Shamim volunteers to assist him in sheet metal cutting.

Jay assigns him the task of designing a flyscreen for the headlight out of cardboard. Shamim is adept at the task and Jay appreciates his work. He gives him the go ahead to creating the final design out of metal.

The next step for all three teams is building the rest of the parts of the motorcycle.





CHAPTER 3

THE SUM OF ITS PARTS

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Shail and Pratik continue to work on the tank and complete it first since it's the biggest part of the motorcycle. After some brainstorming they decide to go for a simple line design that runs through the length of the tank.

The next addition had to be a bash plate which wasn't a part of the original design but complemented the overall look of the motorcycle. Pratik helps to cut the metal sheets and welding the design in place. They blank it with the signature holes or "beading" design. The side panels followed suite and plates were cut and fit atop the stock side panels on the motorcycle which give it a clean look. They end the day with adding a redesigned headlamp.

Jay and Shamim are also putting the new tank together. The design is such that it cannot be bent from a single sheet of metal and they achieve it by trial and error on cardboard designs and wireframes. At the end of it they are happy with the final tank design. Shamim continues his task of making the windscreen and does an excellent job with metal cutting and bending the design in place.

The next step was the rear section for which they designed a longer swingarm. With the wheels there came a hiccup - they had ordered black nylon wheel covers but had received dark blue ones. Improvising, they decide to paint it black to achieve the desired look. To get the covers to the final shape, Jay reaches out to his father, who runs his own engineering workshop. They take the precise dimensions and finish it on a lathe.

Ricardo and Sourabh are working on chopping and extending the swingarm and getting the wheel in place. Since the wheels are tubeless set on a solid chunky rim, there are some air leaks happening and they quickly fix it with some araldite adhesive. As soon as the tyres and swingarm came together, the stance emerged. A quick jump test on the bike and they were all set.

Next came the tank which had a unique curve design to it. They sanded the sides and affixed wireframes to get the shape in place. They filled it in with putty and then smoothen it in to get the final shape.

The next steps would be the final detailing of the build.





CHAPTER 4

ITS ALL IN THE DETAILS

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Jay and Shamim reviewing the rear aesthetics of the build. Shamim is tasked with designing and building the luggage rack. He and Fanil Pandya explore the internet for some design references. Shamim works out the initial layout on his tablet and makes the part out of cardboard. Jay is happy with the overall layout and gives the go ahead. The final part needs to be laser cut on a CNC machine. The dimensions need to be created in AutoCAD and the part will be made from 3mm sheet metal. Shamim is excited about the bridging of digital and analog processes and is elated that he has built the part from scratch - design to reality.

Shail and Pratik are evaluating the details of the paint scheme of the bike. They are exploring combinations of blue and red. There is a lot of discussion on the shades of blue to be used starting from aquamarine to matte royal blue. Shail jokes that after so many discussion about blue, his dreams are now in blue color.

They take the parts to Chotu bhai's workshop, a painter that Shail has been working with for almost a decade and has painted nearly 60 bikes for him. They decide the final schemes and Chotu bhai and team get on the job. The lacquer on the frame and the final spray paint on the parts brought them a step closer to the final visual that was in their minds.

Ricardo takes the parts of the bike for chrome plating and powder coating. His go to man for the job is Aravind who is probably the best at chrome plating in the southern part of India. For the parts that

need to be chrome plated, they need to remove the zinc plating that's already on them. Once stripped bare, they first plate the parts with copper, before going for the final chrome plating. This process is unique to Aravind and gives a superior chrome finish. For the parts that need powder coating, they brush off the existing plating and then a black powder coat is applied.

All three builds are now getting painted and are in the final stages of completion.

But there is one caveat - the winners aren't allowed to see the final builds before they completed.

The builders and builders part ways for now with a heavy heart after an exciting journey and will reunite at the unveil at the Garage Cafe in Goa.





CHAPTER 5

THE LEGENDS REVEALED

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All three builders are providing the finishing touches on the motorcycles. They reminisce about how it has been a transformative experience for each one of them.

For Ricardo, the entire build has been like proving his own philosophy to himself. To take a leap with a lot of faith knowing that you will build your best wings on your way down. It's been a great reinforcement for what he truly believes in. Every single moment was a story with the bike - he's on top of the world.

For Jay it's been a completely new experience - working with Royal Enfield, on a render, with a participant, within a timeline. He doubted himself at times but always pulled through and the experience was worth it.

For Shail, he took it as a challenge and at the end of it all was satisfaction that they did what they had to do to build the motorcycle. They've learned to become more accommodating with someone taking part of the build process. He is extremely happy and would love to do a lot more of these builds.

The builders and winners are now at Garage Cafe Goa. The builders are waiting with the bikes covered in shrouds for the grand unveil. Everyone is really excited to see all the three final versions of the motorcycles.

First to be unveiled is Shail and Pratik's build. The color combination, the golden pinstripe, low seat, and high handlebars are a stand out that everyone appreciate.

Next up is Ricardo and Sourabh's build. Called "Phoenix", the first thing that pops out is the long and low stance of the bike with the black and gold paint scheme.

The last unveil is of Jay and Shamim's build. It was a functional design which had the essence of the platform where it came from. The paint scheme, back rack, the tall set seat, and high suspension are the defining elements.

This whole journey has been really fun and something that will always stay in their hearts. At first they couldn't believe that they are here and now they don't think they're ready for a goodbye.

The builders and winners catch up for one last time and they ride out into the sunset on their bespoke Meteors.

Until next time. Cruise Easy!





CUSTOM WORLD



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