

Royal Enfield launches Himalayan - the most definitive motorcycle for your Himalayan adventure, in Australia at Melbourne Motor Expo 2016

Himalayan now available in Australia for booking starting November 25, 2016 at \$5,990AUD

Melbourne, Australia, November 25, 2016: Royal Enfield, the fastest growing motorcycle brand in the world, today launched the Himalayan—a motorcycle purpose-built for adventure and touring in the Himalayas, at Melbourne Moto Expo 2016. Bringing together 60 years of Himalayan riding experiences in a completely ground-up design, and powered by a new **LS 410** engine, the Royal Enfield Himalayan paves the way for a purer, non-extreme and more accessible form of adventure touring. Its off-road capabilities also make it adept for riding in city conditions as it does for treacherous mountain trails. The motorcycle was launched in two colour options—Granite and Snow at a price of \$5,990AUD*.

At the launch, **Mr. Arun Gopal, Head International Business - Royal Enfield** said, “Himalayan is the culmination of Royal Enfield’s 60 years of enduring history in its spiritual home—the Himalayas. Our single biggest insight in all these years of riding has been that the best motorcycle for the mountains like Himalayas is not one that tries to dominate its landscape, but one that is able to go with its flow. Large adventure tourers that currently define this category, do not fare well in such terrains as they are very heavy, extremely complicated, intimidating and not really designed for the environment. With its purpose-built ground-up design, the Himalayan is a simple and capable go-anywhere motorcycle that will redefine adventure touring globally.”

“Its non-intimidating nature serves the purpose of a seasoned rider and at the same time opens the roads to many more people who will get the confidence that they can ride on and off the road less travelled. Functionally, the Himalayan’s non-intimidating spartan design, a flat torque curve, accessible seat height and long suspension travel alongside the ease of ownership, make the Himalayan an extremely versatile motorcycle that is adept for long rides through tough terrains while equally being the definitive choice to navigate cities,” **Arun added.**

About Himalayan

Built on a rugged duplex split cradle frame designed and developed by Harris Performance, the Himalayan is stable and agile in equal parts. A strong mono shock rear suspension with linkage allows for longer travel and delivers a smoother ride experience regardless of terrain. The Himalayan’s 220 mm ground clearance ensures it gobbles up obstacles comfortably be it in the Himalayas, rocky-river beds or at stream crossings. An optimal wheel size combination allows for better control while riding over rocks and ruts. The motorcycle enables both seasoned riders, as well as riding enthusiasts to explore more with just one motorcycle.

The Himalayan is powered by a completely new and evolved overhead camshaft engine platform that forms the base for its new long stroke **LS 410** engine. The all new engine delivers high torque and usable power at lower RPMs. This makes for smooth riding in higher gears at lower speeds, making it easy to climb hills, or to maneuver through traffic. Modern design and materials of the engine translate to



increased efficiency and low maintenance, and the engine can go 10,000 kilometers between oil changes.

Touring utility is built inherently into the Himalayan. A 15 liters fuel tank provides a long range of approximately 450 kilometers. Luggage mounting points, for hard panniers, soft luggage and jerry cans are integral to the motorcycle's design. A simple instrument cluster keeps track of speed, direction, ambient temperature, travel time, service intervals and multiple trip distances. Most importantly, an ergonomical sync between footpegs, handlebar & seat height provide a comfortable upright riding posture that is necessary for long rides. An accessible 800mm seat height with lower mass-balance ensures ease of planting feet on ground for complete control. Royal Enfield Himalayan comes fitted with dual-purpose tyres that lend a confident grip and performance across a range of conditions. In addition to complete braking control, the 300mm front and 240mm rear disc brakes and Dual Channel ABS brakes help to reduce braking effort. Starting from the Bruntingthorpe airfield in UK to the race track in Sriperumbudur, Chennai, India; from off-road terrains to urban settings and then in real world riding conditions in the Himalayas; the Himalayan has been tested extensively by experts, for both off-road and on-road manners.

At Melbourne Moto Expo, Royal Enfield also displayed its existing evocative range of motorcycles which includes the iconic Bullet 500 & 350cc, the retro-street models- Classic 500 & 350cc and Classic Chrome 500cc, and the Continental GT cafe racer. Along-with the motorcycles, Royal Enfield also displayed its collection of apparel and accessories that includes purpose-built protective riding gear and moto-inspired urban protection range. Royal Enfield has been working with Urban Moto Imports as its distributor in Australia, to bring a differentiated experience for motorcycle enthusiast in the country. Urban Moto Imports is currently offering Australians a 2-year roadside assist and 2-year/ 10,000km warranty with Royal Enfield Himalayan purchases.

To know more about **#Himalayan** visit: royalenfield.com/Himalayan

To know more about Royal Enfield visit: <http://royalenfield.com.au/>

**Royal Enfield Himalayan is now available in Australia at \$5,990 excluding on-road costs.*

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-size 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 50% growth every year for the last 5 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 operates through 580 dealers 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.

For further information please contact:

Australia: RoyalEnfieldAustralia@edelman.com or marketing@urbanmotoimports.com.au

Royal Enfield HQ- India: Gaurav Singh gauravsingh@royalenfield.com