

## Royal Enfield introduces two new variants of Classic 350 and 500 in contemporary colours - Gunmetal Grey and Stealth Black

*~ Classic gets both front & rear disc brakes for the first time~*

**Australia, November 16, 2017:** Royal Enfield, the global leader in mid-size motorcycles, today introduced two new colour variants of its bestselling motorcycle variant, Classic - Gunmetal Grey in 350cc and Stealth Black in the 500cc variant in Australia. Sporting these contemporary shades in stylish matt finish, the aesthetically designed motorcycles come equipped with both front and rear disc brakes, adding to the responsiveness and manoeuvrability.

These two new variants will resonate with the new-age riders' sense of style, while they continue to embrace the pure motorcycling experience. Carrying the rich legacy forward, Royal Enfield continues to refresh its flagship classic series which has witnessed phenomenal success since its launch. Being the pioneers in the mid-sized motorcycle segment, Royal Enfield, with its authentic British pedigree, has the biggest market share in this space.

Introducing the new motorcycles, Mr. Rudratej (Rudy) Singh, President, Royal Enfield said, "We try to stick to doing things that are authentic. In that spirit, the new Gunmetal Grey and Stealth Black variants of the Classic are an ode to our riders and their journeys. It is an authentic expression of self and a celebration of the dark and the spirit of the various shades of night when a rider reminisces the day gone by and the day that is to unfold. We are confident that this will resonate with riders and aspirants who believe in what we believe. Pure Motorcycling. With these new Classic additions riders have more ways to tell their story"

Introduced in 2008, the Royal Enfield Classic is designed on the lines of the J2 and it is a tribute to the retro look of British motorcycles in the post-World War II era. The Classic retains the quintessential classic British styling of the 1950s; simple, harmonious, proportioned and finished. Powered by Royal Enfield's 350cc unit construction engine (UCE), front & rear mudguards, the headlight casing, the fuel tank, the oval tool box, the exhaust fins, the speedometer dials, the single-seat spring saddle, tail light assembly and the headlamp cap, all these conform to the native imagery of British motorcycles in the aftermath of World War II

The motorcycle will be available at an on-road price of AUD XXXXX for Classic 350 cc Gunmetal Grey and AUD XXXX for Classic 500 cc Stealth Black.

### **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 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's product line-up in India includes the Bullet, Classic and Thunderbird models in 350 and 500cc displacement along with Continental GT 535cc café racer and the purpose built Himalayan powered by the new LS410 engine. Royal Enfield operates through 17 company-operated stores and 730+ dealers 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.

To know more about Royal Enfield, the motorcycles, marquee rides and other initiatives, visit: To know more about Royal Enfield visit: <http://royalenfield.com.au/>

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