

ROYAL ENFIELD

CRUISER CHRONICLES



Super
METEOR 650

Explore cruising at its purest with the quintessential cruiser sculpted for the open roads - Super Meteor 650.

#PureCruising

MAY
2023

HISTORY OF CRUISING

According to the Collins dictionary, a cruiser is: 'A motorboat which has an area for people to live or sleep; a large fast warship or a police car'. Sadly, the Cambridge, Merriam-Webster and Oxford lexicographers offer no additional clarification aside from, 'A person who cruises'. Of course, motorcyclists will immediately come up with an alternative definition for a cruiser, namely, a stylish factory-custom motorcycle with a low seat, high pulled-back handlebars, feet-forward foot controls and torquey engine that's ideally suited to laidback highway riding.

It's believed that the emergence of factory customs and cruisers can be attributed to the iconic 1969 counterculture film, *Easy Rider*, a tale of two freewheeling motorcyclists, played by Peter Fonda and Dennis Hopper, who take their heavily-customised bikes on an ill-fated road-trip across the southern United States. Within days of the film's release, American motorcyclists started chopping their machines in wild and wonderful ways.

First American, then Japanese, motorcycle manufacturers began to capitalise on this home customisation craze, offering factory specials aping the custom look. The modern-day cruiser was born.

Cruising and long-distance riding have always been a part of Royal Enfield's DNA. Back in the day, Royal Enfield use to export the largest capacity parallel twins around the world, including to India. For the US market, Royal Enfield produced cruiser-style motorcycles specifically equipping the bikes with a high handlebar and feet forward riding position.



ROYAL ENFIELD CRUISERS

In India, where expensive, heavyweight American and Japanese cruisers were neither available nor suitable for the road conditions, Royal Enfield had concentrated on supplying the top-of-the-range Bullet plus a variety of smaller offerings aimed at the commuter. Once the business was acquired by Eicher Motors in 1994, it refocused on its core values of producing desirable, accessible mid-size motorcycles and took its first steps into the cruiser scene. In 1996, India's first home-grown cruiser was launched - the Royal Enfield Citybike.

Starting with the standard Bullet platform, the frame neck was modified to alter the rake of the forks and a more pear-shaped, high-mounted petrol tank specified. The traditional Bullet casquette, with its distinctive Tiger Eyes, was set aside in favour of an exposed chrome headlight. The front fork's main tubes were partly exposed and at the rear, a redesigned chrome mudguard carrier fit. The low-cut rider's seat was separate from the pillion seat and the passenger also gained the added comfort of a padded backrest."

Soon the Citybike was renamed the Lightning. Throughout its four year production run, it was available with a 535cc engine, a bored 500cc Bullet unit.



1996



1997

The Lightning was superseded in 2002 by the first in Royal Enfield's highly successful line of Thunderbird cruisers. The new Thunderbird had a leaner, more focused design with all-new cycle parts that accentuated its cruiser styling. Built around the A350 Lean Burn engine



2002

The most significant evolution came in 2008 with the debut of the new twin-spark unit construction engine (UCE). For Thunderbird owners, who wanted to ride long distances, the UCE proved more reliable, required less maintenance and could sustain prolonged highway speeds with greater ease than previous generations of engines, yet still delivered that all-important characteristic Royal Enfield thump.



2008

In 2012 came another major milestone – the announcement of a new highway star, the Thunderbird 500 with its beefier, twin-sparked, electronic fuel injected power plant.



2012

The final chapter in the Thunderbird's long reign as India's no. 1 cruiser was the Thunderbird X, a youthful looking machine aimed at the relaxed urban rider.

Thunderbird production ceased in 2020 with the advent of Royal Enfield's groundbreaking new cruiser: the Meteor 350. Designed and developed as a collaboration between the company's Chennai and UK Technical Centres, the Meteor was almost four years in development and sports the next generation of unit construction engine, known as the J platform.



2018

It has enjoyed a spectacular reception in international markets as well as winning the hearts and minds of riders the length and breadth of India, and has laid the groundwork for the arrival of Royal Enfield's all-new thoroughbred cruiser, the Super Meteor 650.



2020

CRUISING AT ITS Super METEOR 650 PUREST

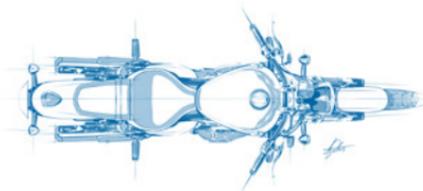


DESIGN

The Super Meteor 650 has the silhouette of a purebred cruiser, with a low stance and cool retro styling infused with clearly recognisable Royal Enfield DNA. It has a physically imposing presence yet remains an easy ride. A large fuel tank gives extended range and wide tubeless tyres on 16" rear and 19" front alloy rims provide dependability and peace of mind at highway speeds.

The Super Meteor 650 has been created to allow its riders to break free from daily routines, to capture the romance of the open road, experience big skies and vast open landscapes and take them on journeys that aren't limited by hours or kilometres.

Royal Enfield is confident that it will make believers out of non-believers, encouraging those who love motorcycling but with no experience or desire to ride a cruiser, to do just that - go cruising.



CHASSIS

Created at the UK Technology Centre in conjunction with Harris Performance, the frame and swingarm are entirely new and meet the design brief of a motorcycle with a low centre of gravity for high-speed stability and easy manoeuvrability that is confidence inspiring for all levels of rider.

Fabricated in steel with optimised forgings, investment castings, pressings and extrusions, the chassis incorporates a new cylinder head mount for additional stiffness. Royal Enfield's first USD forks, with a 120mm stroke, and premium rear shocks with 5-step preload and 101mm travel, perfectly complement the new frame, ensuring the Super Meteor is rewarding to ride on the open road yet does not suffer from heavy or wallowing steering when cornering.



SEAT AND ERGONOMICS

Utilising a relaxed rider ergonomic triangle, the Super Meteor is a modern take on the classic cruiser motorcycle. Full foot-forward controls and wide, swept back handlebars are combined with a low, supportive seat for a riding position ideal for covering miles with ease.

Particular attention has been paid to the sculpture of the seat, with both a low 740mm height and narrow waist for an easy standover and a wide hip design for relaxed highway riding.



ENGINE

Our proven 648cc air & oil cooled parallel twin engine, as found in the multi-award winning Interceptor and Continental GT, has been taken to the next level through revised engine management specifically for smooth power delivery and plenty of low end torque.

An all new bespoke exhaust is paired with a new airbox for a distinctive sound. Now with 47PS and 52 Nm of torque, the Super Meteor boasts the characterful soul of a Royal Enfield optimised for today.



TESTING

Given the intended touring use of the Super Meteor, the testing schedule was vigorous and varied.

Initial testing began in-house, using the latest technology to push every component to the limit in both Royal Enfield's UK Technology Center and Indian manufacturing hubs. Engines were tested for 1,500 hours on dynamometers and prototype bikes were subjected to rain showers, water clogging, mud, altitude and climatic chamber tests to ensure the Super Meteor is ready for any journey.

From here, development teams hit the road at proving grounds, race circuits, highways, country roads, cities and everything in between - over one million kms were travelled in India, Spain and the UK.



KNOW YOUR SUPER METEOR

The rider's view and controls have received special focus to ensure that the design, fit and finish are class leading. The Super Meteor's instrument cluster combines the timeless elegance of a 'dancing needle' analogue speedometer with the functionality of an LCD display. Adjustable clutch and brake levers bring silky smooth operation along with a touch of retro finesse while ergonomically designed barrel profile grips integrate the Royal Enfield logo. All-new plated aluminium switch cubes hold unique rotary switches, placing premium, chic design elements into the rider's hands.

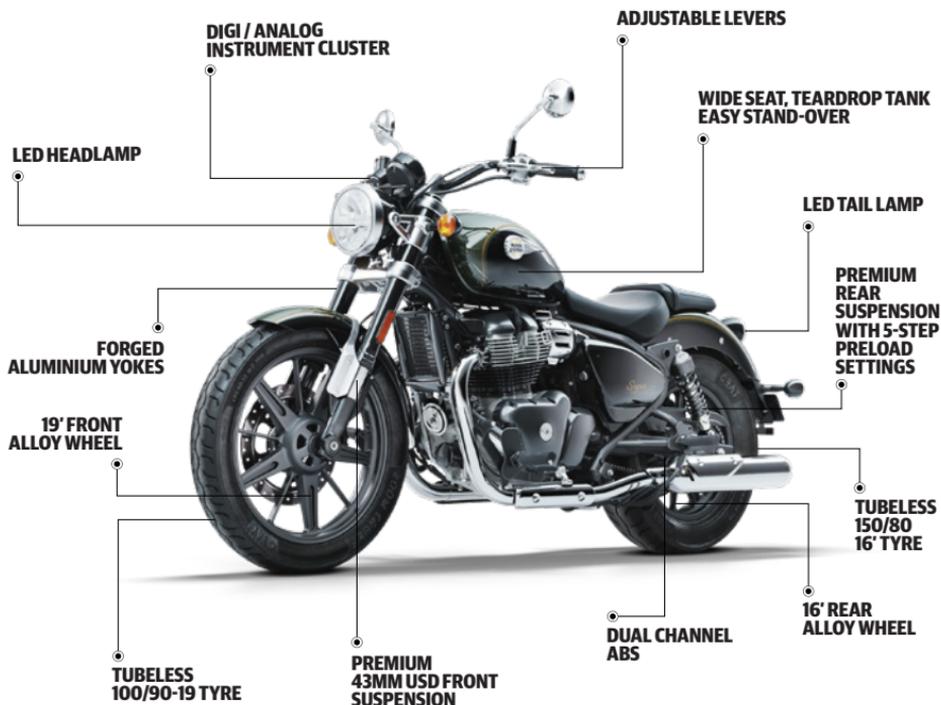
Further attention-grabbing features on this cruiser are its LED headlamp, a first for Royal Enfield, which is carefully designed to deliver old-school charm but provide all the benefits of LED technology. Then there is Royal Enfield's celebrated TBT (Turn-By-Turn) navigation pod, known as the Royal Enfield Tripper. A first on any Indian-made motorcycle when introduced on the Meteor 350, this highly-focused tool, developed in collaboration with Google, links to the rider's smartphone via Bluetooth.

Finally, the Super Meteor's paint finish is superlative while its distinctive tank badges, inspired by historic Royal Enfield designs, are faceted in chrome and accented with two colours of tinted infill that result in a gorgeous, jewel-like finish.



SUPER METEOR FEATURES

The Super Meteor 650 is the solo variant and is available in five striking colourways - Astral Black, Astral Blue, Astral Green, Interstellar Grey and Interstellar Green.



SUPER METEOR FEATURES

The Super Meteor 650 Tourer, which comes kitted out with a touring windscreen, deluxe touring seat, pillion seat, backrest and grab handles, is the grand tourer variant and is available in two distinctive two-tone finishes - Celestial Red and Celestial Blue.

TOURING SCREEN

**DELUXE TOURING
DUAL SEAT**

**BACKREST AND
GRAB HANDLES**



AN ALL-NEW UNIVERSE OF COLOURS



Celestial Red

Celestial Blue



Interstellar Grey

Interstellar Green



Astral Green

Astral Blue

Astral Black

PERSONALISE YOUR RIDE

Both editions are supported by an extensive ecosystem of Genuine Motorcycle Accessories that complement the Super Meteor's touring capabilities. These include bar end mirrors, deluxe footpegs, LED indicators, as well as the touring windscreen, deluxe touring seat, pillion backrest and grab handles found on the Super Meteor 650 Tourer.

All can be ordered when booking your motorcycle through Royal Enfield's innovative MIY, Make It Yours, custom programme or, at a later date, online or in your local dealership.



MEDIA REVIEWS

“As far as cruisers go, this is a very well behaved motorcycle, and nobody can offer a similar proposition at that price.”

- AUTOCAR INDIA

“If you are thinking of buying a cruising in sub-10 lakh segment, there's no better option than the Super Meteor 650!”

- BIKE DEKHO

“The Super Meteor 650 is now a benchmark for cruisers in the Indian market.”

- AUTOTODAY

“The Super Meteor 650 looks good, feels functional, refined and is of solid build - overall a top quality product.”

- OVERDRIVE

“With the reliability of the 650-cc motor, plush ride quality, comfortable ergonomics, and new premium elements, this bike is surely going to appeal to cruiser enthusiasts.”

- BIKE INDIA



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Super **METEOR 650**

