ROYAL ENFIELD TAKES ITS ICONIC MARQUEE RIDE TO AFRICA WITH THE INAUGURAL EDITION OF THE MOROCCAN ODYSSEY

- *The journey will be undertaken on the all-terrain Himalayan 450 —from the ancient caravan routes to the modern energy of the Atlantic coast.*
- *An exclusive expedition: riders will embark on this definitive journey of raw, unfiltered adventure.*

Delhi, January 28, 2026: From the jagged switchbacks of the High Atlas, to the shifting, silent dunes of the Sahara, Royal Enfield today announced its newest global marquee property: **The Moroccan Odyssey 2026**. Spread over twelve days, nearly 2000 kms from March 27 to April 4, 2026, Royal Enfield will lead a cohort through the "Sultanate of Light and Dust" - where the road eventually fades, leaving only stone, sand, and the spirit of exploration.

For years, Royal Enfield's marquee rides have served as defining chapters in its community's exploration journeys than being routes on a map. The Himalayan Odyssey has stood as the definitive "Rite of Passage" for over two decades for the motorcycling soul. Likewise One Ride has been bringing riders together across borders and timezones, while Moto Himalaya continues to deepen the bond between machine, landscape in the Himalayas and one's self. Now, as Royal Enfield celebrates 125 years of enduring legacy, the "Odyssey" as a transformatory ride goes global crossing the Mediterranean.

The Moroccan Odyssey 2026 begins in the vibrant, sensory explosion of **Marrakech**, before ascending the legendary **Tizi n'Tichka Pass**—a 2,260m climb into the High Atlas where the roads are older than the idea of tarmac. From the film-industry hub of **Ouarzazate**, the "Door of the Desert," the route descends into the vast **Erg Chebbi dunes of Merzouga, where**, under the Saharan sky, riders will trade the roar of the Medina for a silence that has existed for millennia.

From the Sahara, the expedition turns north through the **Middle Atlas**, crossing pine forests and high plateaus before reaching **Fes**, one of Morocco's oldest cities. The journey then threads through the "Blue Pearl" of **Chefchaouen** tucked high in the Rif Mountains, before finally running west to **Rabat**, where the road meets the Atlantic and the journey concludes..

The Moroccan Odyssey will have riders atop the Royal Enfield **Himalayan 450** which is celebrated as both a companion and an ally in the rider's transformation journey, proving its mettle across a geography of vivid contrasts. From the snow capped Atlas peak to the fine, unforgiving silt of the Sahara, the Himalayan is set to deliver as a machine that doesn't just endure the elements but interprets them—allowing the rider to find flow where others find friction. Built as the definitive companion for this journey, the motorcycle bolsters itself as a true globetrotter in the Moroccan landscape, where it is an ally in exploration.

The Moroccan Odyssey is a high-stakes curation of grit and discovery, designed for riders and seekers who crave a raw, unfiltered adventure and the profound camaraderie that can only be forged over **1,820 kilometers** of shared wonder.

~ Al-ard talub al-mousafir.

~ The land calls the traveler.

About Royal Enfield

The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Royal Enfields are engaging, uncomplicated, accessible and fun to ride; a vehicle for exploration and self-expression. It's an approach the brand calls 'Pure Motorcycling'. Royal Enfield's premium line-up includes Bear 650, Classic 650, Bullet 650 and the Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the Himalayan 450, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company recently unveiled its new city+ motorcycle brand – the Flying Flea – a fresh take on urban mobility, blending authentic design with advanced technology.

Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously Rider Mania), an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and Himalayan Odyssey; a yearly pilgrimage over some of the toughest terrain and highest mountain passes.

A division of Eicher Motors Limited, Royal Enfield operates through more than 2074 stores across all major cities and towns in India and through nearly 1212 stores in 80+ countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has seven modern CKD assembly facilities in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia.

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