

## 1. ROYAL ENFIELD LAUNCHES THE BULLET 350 'BATTALION BLACK' EDITION IN DELHI

- A tribute to Bullet communities and riders who made the Bullet iconic, the new Battalion Black edition brings back old-school aesthetic and design elements like the bench seat, iconic hand-painted gold pinstripes, and signature Bullet tank and side panel 3D badges, among others
- Attractively priced at **INR 1,74,730 (ex-showroom, Delhi)** | Bookings and test rides commences today.

**Delhi, September 13, 2024:** Royal Enfield, global leader in the mid-size (250cc-750cc) motorcycle segment, proudly launched the **Bullet 350 'Battalion Black'**. A shining symbol of limitless resilience and an enduring name in motorcycling and automotive history, the Royal Enfield Bullet continues its legacy with the Battalion Black edition paying **tribute to the Bullet riding community**. With the old-school aesthetics that resonate deeply with brand loyalists and enthusiasts, the Bullet Battalion Black edition is set to create a new level of excitement amongst **Bullet enthusiasts this festive season**. Test rides and bookings for the new motorcycle will be available starting today across 25 stores in Delhi, where the legacy of the Bullet is most celebrated.

With over nine decades of being in continuous production and unbroken legacy, the Royal Enfield Bullet, continues to uphold its iconic status even today. This design of the new Bullet Battalion Black edition makes it aspirational for those who seek a vintage touch to their favourite motorcycle. Royal Enfield has dialed-up the nostalgia quotient by bringing back a few elements that are reminiscent of the erstwhile Bullet design, such as the bench seat, vintage-styled tail lamp mounting and unit, the signature hand-painted golden pinstripes, tank and side panel badges, chrome rims with spoke wheels and black mirrors. The Bullet Battalion Black edition will have 300mm front discs and 153mm rear drum brakes, with single channel ABS.

Speaking about the launch of the Bullet 350 Battalion Black, **Yadvinder Singh Guleria, Chief Commercial Officer, Royal Enfield** said, *"The Bullet is a motorcycle that has been an integral part of our cultural landscape for generations. The new Battalion Black edition is a tribute to our community and our loyal riders, who have kept the spirit of the Bullet alive, and it is also a celebration of the Bullet's unbroken legacy. This edition, with the old-school design elements and extraordinary ride experience, embodies everything our riders love about the Bullet - its dependability and unmatched character."*

In the dynamic and fast-paced environment of Delhi NCR, the Bullet has been the motorcycle of choice for those who value both style and substance. The 'Battalion Black' edition offers the perfect blend of Royal Enfield's rich heritage and contemporary engineering, making it an ideal fit for the region's diverse rider base. The motorcycle will be available for test rides across 25 authorised Royal Enfield stores in Delhi NCR.

Meticulously crafted, the Battalion Black edition is also developed on the J-platform that offers performance and authentic ride experience. Powered by the robust 349cc engine, the motorcycle delivers 20.2 PS of maximum power at 6100 rpm and 27 Nm of maximum torque at 4000 rpm. The Battalion Black edition will be offered just above the military variant, making it highly accessible and aspirational. The other two, the Black Gold and Standard will continue to be the top and mid-variants in the line-up, respectively.

### 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 the all-new Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the all-new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and Classic 350. 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 2000 stores across all major cities and towns in India and through nearly 850 stores in more than 60 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 five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina, and Colombia.



For more information, please visit <https://www.royalenfield.com/in/en/motorcycles/bullet-350/>

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