

THE LEGEND TAKES A CURTAIN CALL

- *The Royal Enfield Classic, Bullet and Thunderbird 500cc motorcycles to be available for retail in India, only till March 31, 2020*
- *Retails of 500cc motorcycles in global markets to continue*
- *The Classic 500 Tribute Black - A commemorative End of Production Limited Edition motorcycle to be available through an online sale on February 10, 2020 on <https://www.royalenfield.com/in/en/classic500tributeblack/>*

31 January 2020: The Royal Enfield 'Bullet Classic 500' was launched over a decade ago, in 2008. Since then, the company's hallmark UCE 500cc single-cylinder motorcycle has echoed Royal Enfield's tradition of the long stroke character, producing an unmistakable thump that has reverberated through the hearts of its riders. These 500cc motorcycles were the genesis of the Classic 350 as we know it today, and have been instrumental in Royal Enfield's success across the world.

Announcing the end of production of the 500cc single-cylinder, long-stroke, unit construction engine motorcycles in India, Royal Enfield today announced an end-of-production, special series motorcycles, the **Classic 500 Tribute Black Limited Edition**. These motorcycles will be the last in India to carry the iconic long-stroke single cylinder UCE 500cc engine and will be exclusively made to order in a limited production run. Each of the motorcycles will carry a hallmark commemorative 'End of Build' serial numbered plaque making it unique to its owner. These motorcycles will be made available through a limited time online sale on February 10, 2020 from 2:00 - 5:00pm. Registrations for the online sale will start today on <https://www.royalenfield.com/in/en/classic500tributeblack/>

While the company will discontinue the retail sales of the present 500cc motorcycles in India on March 31, 2020, these motorcycles will continue to be available across all international markets. Service and spares will remain available for current owners across all dealerships in India.

The **Royal Enfield Classic 500 Tribute Black Limited Edition** motorcycles will bear the distinguished and iconic pin-striped just like the Classic 500s that were rolled out of the Royal Enfield Thiruvottiyur facility in 2009. For the first time, Royal Enfield will have a dual tone scheme on the fuel tank with fenders carrying glossy black and matt black. This unique all-black-livery and dual-toned shade adds a unique touch to the timeless aesthetics of the motorcycle. With an End of Builds Special Edition badge and a trendy all-black theme, the Classic 500 Tribute Black is an absolute collector's edition.

Speaking about the announcement, Mr. Vinod Dasari, CEO of Royal Enfield said, "Since 2009 the Royal Enfield 500cc motorcycles have proudly set the stage for the middle-weight motorcycling segment in India. The Classic 500 in particular has garnered success for Royal Enfield across various international markets with its sublime retro-chic design and engaging ride experience. As we sign off the last of the Royal Enfield 500cc motorcycles, the Classic 500 Tribute Black is an opportunity for aficionados to own a piece of Royal Enfield and motorcycling history"



The launch of the 650 Twin motorcycles was an obvious progression for Royal Enfield and a natural upgrade option for millions of Royal Enfield owners. A higher powered twin cylinder motorcycle, with excellent road manners and a characterful engine, the Interceptor INT 650 and the Continental GT 650 instantly captured the imagination of motorcycling audiences across the world. Given their success and quick acceptance by global audiences, the 650 Twin motorcycles have become a natural upgrade option for Royal Enfielders progressing from 350cc or even for motorcyclists upgrading from 150cc or 200cc.

While the 'Last of the 500', the Classic 500 Tribute Black Limited Edition will go on sale online on February 10, Royal Enfield will continue to introduce motorcycles imbued with the legacy of resilience, timeless appeal and distinctive build.

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 40% 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 motorcycle line-up includes the newly launched Interceptor 650 and the Continental GT 650, powered by a modern 648cc twin cylinder engine. Royal Enfield also manufactures the Classic, Bullet and Thunderbird models in 350 and 500cc displacement and the purpose-built Himalayan powered by the new LS410 engine. Royal Enfield operates through 18 company-operated stores and 940 large format stores and 500 studio stores 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.

For more information about Royal Enfield please visit: <https://www.royalenfield.com>

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