



Retro-futuristic design. Cutting-edge technology.

FLYING FLEA: A NEW ERA OF CITY+ MOBILITY

The new brand born within the Royal Enfield universe, Flying Flea blends authenticity, sophistication and lightness to create a groundbreaking category

- *The newly born Flying Flea brand has been parachuted into India by Royal Enfield, with its journey starting in Delhi*
- *With its authentic design and cutting-edge technology, Flying Flea creates a new benchmark in the City+ mobility space and sets a new benchmark for accessible luxury*
- *Authentic, sophisticated and lightweight, the brand showcased its first electric motorcycle - the retro futuristic-styled Flying Flea C6*

New Delhi, February 21, 2025: Flying Flea, a new revolutionary brand from Royal Enfield, is all set to usher in a new era for City+ mobility with its category-defining smart products. Bringing premium vehicles for discerning customers who want to move in the city and beyond in style, the new lifestyle brand aims to rewrite the script in the mobility space. At an exclusive event in New Delhi, Flying Flea unveiled its first creation—the FF.C6, a striking retro-futuristic electric motorcycle tailored for those who seek the very best. In a tribute to its namesake, the FF.C6 was parachuted into the event in true Flying Flea “Drop” style, honoring the legendary WWII motorcycle that was airdropped in the north of France. Combining timeless aesthetics with next-generation engineering, the FF.C6 marks the beginning of a new chapter in effortless and sophisticated City+ mobility.

Mario Alvisi, Chief Growth Officer of Electric Vehicles at Royal Enfield, on the launch of Flying Flea:

“Flying Flea is a bold new chapter in Royal Enfield’s legacy—an entirely new brand born from our deep heritage and designed for the future. Rooted in authenticity, sophistication, and lightness, Flying Flea redefines urban mobility with a category-defining approach. With the C6 and S6, we are not just introducing vehicles; we are introducing a feeling that riders have never experienced before. Developed within the innovative ‘**Flying Flea Tech Center**’, these machines integrate proprietary technology, cutting-edge software, and seamless connectivity. With Flying Flea, we are not just taking the City+ mobility to the next level, we are creating an entirely new category within it”.

HONORING THE PAST, ENGINEERING THE FUTURE: THE FLYING FLEA FF.C6

Inspired by the original Royal Enfield Flying Flea motorcycle of the 1940s—a landmark in automotive engineering and design—the new Flying Flea brand carries forward its legacy of lightness, agility, and bold spirit. This philosophy is embodied in its debut model, the FF.C6, a striking, unmistakable, and first-of-its-kind vehicle that reimagines classic design with next-generation engineering.

Paying homage to its namesake, the FF.C6 features a contemporary interpretation of the original Flying Flea’s front suspension, incorporating a precision-engineered forged aluminum Girder fork and articulating mudguard. The Girder fork, an iconic element of early motorcycle design, has been reimagined with modern materials and engineering, offering enhanced strength, durability, and refined handling. Unlike conventional telescopic forks, the Girder fork minimizes flex under braking, improves stability, and delivers a unique, precise steering feel that is both responsive and smooth. The FF.C6 is the only motorcycle on the market



today to feature this advanced Girder fork, setting it apart with a unique combination of heritage and innovation that delivers a smooth, controlled, and effortless ride, perfectly suited for modern urban mobility.

The flowing forged aluminum frame not only provides a lightweight yet exceptionally strong structure but also ensures durability and refined craftsmanship, offering a timeless silhouette. Meanwhile, the magnesium battery case, crafted with an organic design language, maximizes strength while achieving optimal weight savings—delivering superior performance without compromise.

A key embodiment of the Flying Flea ethos is the design of the battery fins, seamlessly merging tradition and innovation. The dynamic front fins, arranged in odd sequences, symbolize forward-thinking technology, while the elegant rear fins, placed in even sequences, reflect heritage and legacy. These two elements twist and converge into a graceful wing-shaped motif at the center, a powerful representation of the brand's spirit.

Completing the design is a true round touchscreen cluster, a feature that pays tribute to the original Flying Flea while integrating modern digital innovation. Retaining the timeless circular shape, this high-resolution display blends classic aesthetics with advanced functionality, offering an intuitive and connected user experience. From real-time vehicle diagnostics and navigation to a seamless interface with the Flying Flea app, the interactive cluster ensures riders are always in control while preserving the authentic design DNA of its legendary predecessor.

TECHNOLOGY THAT ELEVATES THE RIDE

Flying Flea is redefining electric mobility through groundbreaking innovation developed at the **Flying Flea Tech Center**, where over 200 engineers across India and the UK have filed more than 40 patent applications. From advanced motor and battery management systems to seamless connectivity solutions, Flying Flea is setting new benchmarks in the EV space.

At the core of the FF.C6 ride experience is an in-house developed operating system powered by Qualcomm's Snapdragon QWM2290 processor. Specifically designed for two-wheelers, this high-performance chipset enables 4G, Bluetooth, and Wi-Fi connectivity, allowing real-time vehicle management through an interactive true round TFT cluster. A dedicated Voice Assist button lets riders initiate navigation with a simple command, enhancing convenience and safety.

Flying Flea's sophisticated control systems, developed at the Tech Center, are further enhanced by NXP's cutting-edge microcontrollers, which ensure high-speed data processing, secure communication, and intelligent energy management. This integration optimizes performance and efficiency, dynamically adjusting to the rider's needs.

Built to evolve around the rider, the FF.C6 combines hardware and software-driven innovations to elevate the City+ mobility experience. With multi-modal connectivity, riders can interact with the motorcycle via a smartwatch and a connected app, enabling a keyless ride while managing ride modes, charging, and vehicle diagnostics remotely.

On the road, the rider-focused UI/UX enhances every journey with an intuitive true round TFT display, voice assist, and smart handlebar controls. The FF.C6 comes pre-loaded with a suite of apps and supports over-



the-air (OTA) updates, ensuring it remains at the forefront of technology.

At the heart of this ecosystem is the in-house developed Vehicle Control Unit (VCU), seamlessly integrating thousands of ride mode combinations. This advanced system dynamically adapts performance parameters, delivering a secure, intelligent, and connected ride experience. With this future-ready platform, Flying Flea is not just redefining electric motorcycles—it's pioneering a new era of City+ mobility.

For more information and updates about the Flying Flea, you can subscribe to: <http://flyingflea.royalenfield.com/>, or follow real-time updates on the Flying Flea [Instagram](#) page.

About Flying Flea:

Flying Flea, endorsed by Royal Enfield, is the lifestyle smart mobility brand that is an expression of Royal Enfield's commitment to keep moving forever forward. Operating at the intersection of technology and lifestyle, Flying Flea is a new brand that continues a legacy of innovation and creates a new category for the global marketplace and beyond.

An evolution of Royal Enfield's 120+ years philosophy of Pure Motorcycling, Flying Flea as a brand draws inspiration from the 1940 Royal Enfield Flying Flea motorcycle, an engineering marvel that was purpose-built to be air-dropped by parachute. Built to deliver a smart, nimble and agile ride experience, the Flying Flea is a sophisticated mix between authentic design and cutting-edge technology, infused with the inimitable feel and style typical to Royal Enfield motorcycles. Looking to drive the next 100+ years of pure motorcycling, Flying Flea's first products will be the classic-styled FF.C6 followed by the scrambler-styled FF.S6, both expected by early 2026.

The Flying Flea team within Royal Enfield, boasts of a class-leading team of more than 200 engineers in the UK and in India, allowing Flying Flea to develop its own motor, battery, BMS and custom software for its line of connected electric vehicles. With more than 40 patent applications filed for native and connected applications, end-to-end technology for the Flying Flea has been developed in-house, in partnership with industry-leading experts and brands. The brand is setting up an exclusive EV manufacturing space within its manufacturing facility at Vallam Vadagal.

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 newly introduced electric vehicle brand, Flying Flea - the Classic-styled Flying Flea C6 and Scrambler-styled Flying Flea S6, Bear 650, Classic 650, Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the 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 six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.

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