



*Retro-futuristic design. Cutting-edge technology.*

## **ROYAL ENFIELD'S FLYING FLEA TO BE POWERED BY QUALCOMM**

- Flying Flea by Royal Enfield announces technology collaboration with Qualcomm to enable real-time connectivity, intuitive controls utilizing Snapdragon QWM2290 system-on-chip for 2-wheelers and beyond.
- Snapdragon QWM2290 system-on-chip for 2-wheelers and beyond to be integrated into the FFC6 for technologically advanced connected solutions and integrated cluster interface.
- Flying Flea emerges as one of the first 2-wheeler platforms to incorporate connected services technology through the Snapdragon Car-to-Cloud Platform.
- Flying Flea at CES press kit available [here](#)

**Las Vegas & New Delhi, January 8, 2025** - After an electrifying global unveil in Milan in November 2024, Flying Flea - the new EV brand from Royal Enfield - today announced its collaboration with Qualcomm Technologies, Inc. to integrate its Snapdragon® QWM2290 system-on-chip (SoC) and Snapdragon® Car-to-Cloud Platform into the heart of the upcoming line of Flying Flea motorcycles. Available worldwide, Flying Flea stands out as one of the first 2-wheeler platforms to integrate connected services technology via the Snapdragon Car-to-Cloud platform.

Speaking about the technology collaboration, Mario Alvisi, chief growth officer, electric vehicles, Royal Enfield said, "Flying Flea is more than a new brand from Royal Enfield - it is a whole new approach in which we are deeply invested in terms of ground-breaking infrastructure, authentic design philosophy and modern technology. While all aspects of our connected electric motorcycles have been developed in-house by our dedicated technical team, our work with Qualcomm Technologies is a significant step in our effort to build advanced EV technology and create a unique and differentiated product experience in the global electric mobility space."

Jeff Arnold, vice president, product management, Qualcomm Technologies, Inc., added, "The Snapdragon QWM2290 SoC for 2-wheelers is enabling a new era of connected mobility by bringing connectivity, intelligence and a safety focus to your biking experience. This strategic collaboration brings together Royal Enfield's iconic heritage, steeped in history and adventure, with Qualcomm Technologies' cutting-edge technology and innovation. Together, we are creating a motorcycle that not only pays homage to the Flying Flea's storied legacy but also sets a new benchmark for connectivity, performance, and rider experience."

Nimish Shrivastava, senior director, product management, Qualcomm Technologies, Inc. said, "Connected services are fundamentally transforming the 2-wheeler and micromobility markets, providing riders with real-time diagnostics, advanced navigation, and personalized ride settings – all of which enhance the safety and convenience of their journey. We are proud to see the Snapdragon Car-to-Cloud platform be part of this exciting evolution and to support Flying Flea in delivering cutting-edge technology to the 2-wheeler market."

Inspired by our legacy, driven by our vision for the future, Flying Flea is focused on delivering one of the industry's best two-wheel experiences by developing the motorcycle ground up, hardware and software. With technology partners like Qualcomm Technologies, we intend to combine distinctive style with cutting-edge technology to deliver a product that would become one of the most advanced electric two-wheelers to come to market.

Designed specially to support 2-wheelers, the Snapdragon QWM2290 SoC is engineered to provide a truly 'connected' experience into Flying Flea's motorcycles. The Snapdragon QMW2290 SoC powers the



core vehicle control unit running an in-house operating system, developed by Flying Flea, that enables the motorcycle to manage all aspects of the vehicle and ride experience through the interactive true round TFT cluster. The Snapdragon QWM2290 SoC and Snapdragon Car-to-Cloud give the Flying Flea an ability to maintain seamless communication between the rider and the machine through a secure multi-modal interaction, both on and off the motorcycle with 4G, Bluetooth and Wi-Fi connectivity. This powerful and efficient chip allows users to maximise the potential of the cluster and develop a simple and intuitive UI (user interface) and UX (user experience), including a dedicated Voice Assist button. The motorcycle comes with five pre-set ride modes and allows the rider to customize the ride mode combinations based on the rider requirement and terrain. It also allows the system to recognize and enable mobile phone as a smart key to unlock and start the vehicle.

More information on Flying Flea and Qualcomm Technologies collaboration to be announced at CES Convention to be held at Las Vegas from January 7-10, 2025.

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 Qualcomm**

Qualcomm relentlessly innovates to deliver intelligent computing everywhere, helping the world tackle some of its most important challenges. Our proven solutions drive transformation across major industries, and our Snapdragon® branded platforms power extraordinary consumer experiences. Building on our nearly 40-year leadership in setting industry standards and creating era-defining technology breakthroughs, we deliver leading edge AI, high-performance, low-power computing, and unrivaled connectivity. Together with our ecosystem partners, we enable next-generation digital transformation to enrich lives, improve businesses, and advance societies. At Qualcomm, we are engineering human progress.

Qualcomm Incorporated includes our licensing business, QTL, and the vast majority of our patent portfolio. Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of our engineering and research and development functions and substantially all of our products and services businesses, including our QCT semiconductor business. Snapdragon and Qualcomm branded products are products of Qualcomm Technologies, Inc. and/or its subsidiaries. Qualcomm patents are licensed by Qualcomm Incorporated.

#### **About Flying Flea:**

Flying Flea, endorsed by Royal Enfield, is the electric vehicle 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 of electric vehicles that continues a legacy of innovation and creates a new category for the global electric motorcycle 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 28 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 will also be 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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