

## **OUTWARD BOUND: Royal Enfield Introduces Crossroader- India's First Titanium Jacket for High-Performance Adventurers**

- *India's first jacket equipped with 100% Titanium sliders on shoulders for extreme abrasion resistance*
- *Super-ventilated two WEATHER dual-sport riding jacket, CE Certified*
- *Purpose-built for touring adventures; featuring advanced protective elements like "KNOX Microlock" Level 2 protectors and "Ergo pro tech" Level 2 back armour*

**New Delhi, 16 July 2024:** Royal Enfield, the global leader in the mid-size (250-750cc) motorcycle segment, has today announced the launch of Crossroader, a first-in-class CE-certified, dual-sport riding jacket. The latest addition to Royal Enfield's extensive range of motorcycling gear guarantees riders access to high-quality, durable, weather-adaptable gear essential for challenging terrains.

Designed for versatility, the Crossroader boasts a range of advanced features aimed at reforming the riding experience. The design evolution is evident in the jacket's vibrant and functional aesthetic, featuring everything from increased pockets to numerous performance-led advancements.

Engineered with advanced two WEATHER technology ensuring superior ventilation, the Crossroader will keep riders cool and comfortable in varying conditions. Additionally, the jacket features KNOX Microlock Level 2 protectors at the shoulders and elbows, Ergo pro tech Level 2 back armours, and Level 1 chest armours offering top-tier impact protection. The jacket's construction features Superflow Mesh (450 Gsm 100% Poly) with durable CORDURA patches at critical areas like the shoulders and elbows. Reflective elements strategically placed on the front and back maximize visibility, while a standalone high-visibility Rain Jacket made with 8000MM Nylon ensures readiness for all weather scenarios. Practical additions such as an ID and medical waterproof card with a transparent pocket on the sleeves, Genuine YKK zippers at the front, and a TruDry waterproof pocket inside, make this jacket indispensable for dual-purpose riding, including touring and highways.

Commenting on the launch, **Yadvinder Singh Guleria, Chief Commercial Officer at Royal Enfield** said, *"Our commitment to furthering the motorcycling way of life, includes a strong focus on gear that is safe, functional, and purpose-built. Through multiple engagements with riders across our community and thoughtful consideration of their needs, we've developed a versatile riding jacket that stands out for its exceptional comfort, remarkable adaptability, and protective features. With our growing motorcycle spectrum, we remain committed to ensure that every rider feels fully equipped and geared to embrace any adventure remains paramount."*

The Crossroader exemplifies Royal Enfield's commitment to the continuous evolution of performance and safety standards, empowering riders to embrace adventure on any terrain confidently. Priced at Rs 14,950, the Crossroader is now available at Royal Enfield dealerships and online at <https://store.royalenfield.com/> and across e-commerce platforms.

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## **About**

## **Royal**

## **Enfield**

## **Apparel:**

Started in 2014, the Royal Enfield Apparel division was conceived with a single aim - to create an ecosystem around pure motorcycling and enhance the motorcycling experience. Safety is the prime consideration for Apparel, with three important parameters - protection, comfort, and style. It strengthens the Pure Motorcycling way of life and allows emerging aspirants and existing loyalists to express themselves with the brand in numerous new ways. Relevance and being accessible for the end-user are the other key attributes that Royal Enfield considers. Our apparel range consists of lifestyle apparel and protective gear.

## **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 motorcycles that cater to varied aspirations and purposes. From stylish and neo-classic roadsters like the Hunter 350, the Interceptor 650, and the Shotgun 650, to quintessentially thoroughbred cruisers like the Meteor 350, and the Super Meteor 650; and from adrenaline-pumping machines like the all-new Himalayan 450 adventure tourer, the Scram 411 ADV crossover and the Continental GT 650 cafe racer, to the timeless and iconic classics, the Bullet and the Classic 350; Royal Enfield has an enviable portfolio of motorcycles. 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 2,000 stores across all major cities and towns in India and through more than 1,080 stores in more than 65 countries around the globe. Royal Enfield also has two world-class technical centers, 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.