

## THE ALL-NEW ROYAL ENFIELD CLASSIC 350 - LEGEND REBORN

- *Royal Enfield launches the all-new Classic 350 - Quintessential, timeless and retro-styled with all the underpinnings of a contemporary motorcycle*
- *Everything good, is now delightful | Absolutely refined, smooth and refreshing ride experience | Based on the modern J-series engine with an all-new chassis*
- *Introduced in five stunning variants with eleven colourways | Starting at INR 184,374 (ex-showroom Chennai) | Test rides and bookings across India commence today*

**Chennai, September 1, 2021:** Royal Enfield has been a symbol of resilience, purposeful longevity, and authenticity since 1901. It has preserved the legacy of building simple, harmonious classic motorcycles by blending traditional craftsmanship with modern technology, to create pure motorcycling experiences. In its 120<sup>th</sup> year, Royal Enfield re-envisioned its iconic motorcycle, the Classic, with the launch of the **All-New Royal Enfield Classic 350** - a timeless classic motorcycle reimagined to meet modern aspirations. The sublime beauty and confidence of the Classic, now enhanced with a more smooth and refined ride experience.

The all-new Classic adds a new chapter to Royal Enfield's legacy of building authentic post-war era British motorcycles that are loved by enthusiasts around the world. The legacy of the Classic dates back to 1948 with the groundbreaking Royal Enfield Model G2, the first to have swinging arm rear suspension on a full production motorcycle. As dependable as it was beautiful, the Model G2 served as a strong design inspiration for the hugely popular Classic 500 and Classic 350 launched in 2008. It's simple and elegant design philosophy with signature styling details, combined with a commanding, comfortable riding stance, and dependable UCE engine made it a favorite amongst leisure motorcycling enthusiasts.

Ever since its launch, the Classic has emerged as a motorcycle that has redefined the middleweight motorcycling space and spawned the revival of Royal Enfield, kickstarting its journey to lead the segment globally. 12 years and more than 3 million motorcycles later, the Classic has built a legacy of its own, and the new Classic 350 is all set to take this legacy ahead.

Speaking about the legacy of the Classic, and commenting on the launch of the all-new Royal Enfield Classic 350, **Siddhartha Lal, Managing Director of Eicher Motors Ltd.** said, "The Classic 350 launched in 2008, was a modern and capable motorcycle that symbolized the timeless post-war styling from the heydays of the British motorcycle industry. It's captivating design language and simplicity coupled with dependability, catapulted the Classic to global popularity, and it went on to redefine the middleweight (250-750cc) motorcycle segment. Through our history, we have been consistent in our pursuit to build timeless, classic, beautiful motorcycles that are great fun to ride, and the new Classic 350 does just that. The all-new Classic 350 beautifully combines this quintessential, timeless design with an absolutely modern and refined ride experience. Built ground-up, on our modern J-series engine, with an all-new chassis, the Classic 350 offers a tremendously refined and perfect ride experience that almost feels like riding again for the first time. We've paid great attention to every aspect of the motorcycle, right from its stunning look, to the perfection in parts and the touchpoints, to its impeccable riding performance. The supremely well calibrated engine is super smooth, intuitively responsive and engaging, and has that gorgeous growl on acceleration. The all-new chassis inspires enormous confidence while handling and is especially well-mannered in tight traffic situations and around twisty corners. The Classic is by far the most comfortable motorcycle to ride, with plush seating and suspension, and great ergonomics. The motorcycle is, without a doubt, class-leading, and feels incredibly refined and enjoyable to ride. We are confident that the incredibly refined all-new Classic 350 will once again redefine the mid-size motorcycle space globally"

Reminiscing about the Classic's success through the years, and commenting on the launch, **B Govindarajan, Executive Director, Royal Enfield**, said, "The Classic has been a huge catalyst in growing and expanding the middleweight segment in India, while also being instrumental in unlocking a thriving sub-culture of leisure riding among young and experienced riders across the world. The all-new Classic 350 carries forward this legacy, and is built to reflect the familiar timeless

design language, with a completely modern and reimagined ride experience. Retaining the retro appeal in entirety, the new Classic 350 aims to take the legacy forward with its new premium fit and finish, ground-up chassis and engine, and superlative ride and handling. With sharp focus on the middleweight motorcycle segment, and our firm belief in the trend of premiumization in the Indian automobile industry, we are confident that the new Classic 350 will further fuel our growth and our ambitions”

Powered by the modern, globally appreciated 349cc air-oil cooled single cylinder engine, launched recently on the Meteor, the all-new Classic 350 brings in a new level of comfort, smoothness and refinement in ride experience. With the 349cc, fuel-injected, air/oil cooled engine, the Classic generates a power of 20.2 bhp at 6100 rpm and a torque of 27Nm at 4000rpm, resulting in a strong low-end grunt and super smooth linear power delivery across the band, making the ride enjoyable and effortless. With the primary balancer shaft that cuts down the vibrations, the reborn Classic feels smooth and well-mannered on road. The gear shifting is crisp and smooth, thanks to the optimized 5-speed gearbox that ensures strong in-city acceleration, as well as a relaxed ride at cruising speed. Much to the joy of Royal Enfield enthusiasts, the new Classic 350 retains the unmistakable thump of the exhaust note.

Designed and developed by talented teams of designers and engineers based at Royal Enfield’s two state-of-the-art technology centres, in India and the UK, special care has been paid to ensure a superlative ride experience on the all-new Classic 350. The all-new chassis is built for superior comfort and maneuverability. Designed to be stiffer, the chassis encourages more confidence at higher cornering speeds, and feels planted and stable on straight roads. The front and rear suspension has been extensively developed for more comfortable saddle time. With better ride ergonomics and more confident braking, the Classic feels agile and responsive and promises to heighten the ride experience each time.

**The Royal Enfield Classic 350 is available in 5 new, exciting variants with 11 colourways, beginning with the Redditch series, the Halcyon series, the Classic Signals, the Dark series and the Classic Chrome.**

- **Classic Chrome** - A premium standout edition, the Classic Chrome series reflects the rich look and feel of British motorcycles from the 1950’s. Available in dual-tone colour tanks in two colourways - Chrome Red and Chrome Bronze - the Chrome series bears true insignia of its past with striking tank badges that were adorned by the Royal Enfields of the 1950’s.
- **The Classic Dark series** is a youthful, urban and a custom take on the Classic 350, and comes in Stealth Black and Gunmetal Grey colourways. These motorcycles come fitted with alloy wheels and tubeless tyres.
- **The Classic Signals** series, available in Marsh Grey and Desert Sand, continues to celebrate Royal Enfield’s association with the armed forces. Each of these motorcycles come with badges and graphics and also bear a unique number that will be stencilled on the tank.
- The **Halcyon series**, as the name suggests is a celebration of the Classic’s legacy and reflects the glorious retro classic look. It is available in Green, Grey and Black colourways.
- The **Classic 350 Redditch** is inspired by true classics of the past and has single tank colours - in Redditch Grey and Redditch Sage Green - with blacked-out components.

All variants are equipped with dual channel ABS and dual disc brakes, except the Redditch variant that has single channel ABS and disc brakes on the front.

While the form and factor of the all-new Classic 350 retains its timeless beauty and essence, every aspect of the motorcycle is brand new. The Classic 350 now has a refreshed look and an all-premium fit and finish. The signature post-war British motorcycle styling, with visual harmony accentuated by flowing lines from front to the tail, continue to make the Classic 350 a visual treat. The motorcycle bears the distinct teardrop shaped tank, and the classic Royal Enfield casquette that houses a new headlamp along with the signature ‘tiger lamps’ - pilot lights - an enduring feature on Royal Enfield motorcycles since 1954.

For more comfortable hours on the saddle, the new Classic has new, wider seats with soft-foam cushion padding. With brand new handlebars, the riding position has been subtly tweaked to further

improve comfort whilst maintaining that familiar Classic feeling. Bringing in the modern touch is the new digi-analog instrument cluster that houses an LCD info panel. A USB charging point will be mounted below the handlebar for the convenience of quick charging on the go. The turn-by-turn Tripper navigation pod is available as a Make It Yours accessory - MiY - on the Chrome variant. MiY is a truly unique Royal Enfield tool that encourages self-expression, allows riders to personalize and customize their motorcycles

The new Classic 350 will be available with a wide array of Genuine Motorcycle Accessories, designed and developed to complement its versatility as well as to enhance comfort, utility and style. The suite of new accessories for Classic 350 is purpose-driven and includes a range of 35 bespoke options that have been designed for specific themes that allow the rider to enhance the form and function of the motorcycle as per their preference. Royal Enfield's motorcycle accessories come with a comprehensive 3-year warranty and are designed, developed and certified alongside the motorcycle. For further individual self-expression, a selection of riding gear, including helmets, t-shirts, and lifestyle accessories have been designed inspired by the Classic 350.

The all-new Classic 350 carries forward the legend of the modern Classic in Royal Enfield's portfolio. The motorcycle's authentic, timeless design promises to inspire enthusiasts, while its ergonomics and refinement promise to heighten the senses every time the rider gets on the saddle.

Bookings and test rides for all variants of the new Classic 350 start today across dealerships in India, except the Redditch series which will be available in stores starting October 2021.

**The new Classic 350 will be available at a starting price of INR 1,84,374 for the Redditch series, INR 1,93,123 for the Halcyon series, INR 2,04,367 for the Classic Signals, INR 2,11,465 for the Dark Series, and INR 2,15,118 for the Classic Chrome (all ex-showroom, Chennai prices).**

Customers can discover, book a test ride, customize, and even place an order for their All New Classic 350 on via the Royal Enfield App, on the company website on [www.royalenfield.com](http://www.royalenfield.com), or at the nearest Royal Enfield Store.

**#BeReborn #AllNewClassic350 #RoyalEnfieldClassic #RoyalEnfield**

#### **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 Meteor 350 cruiser, Interceptor 650 and Continental GT 650 twins, the Himalayan adventure tourer, and the iconic Bullet 350 and Classic 350 singles. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are 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 1033 large format dealerships and 1038 studio stores in all major cities and towns in India and exports to over 60 countries around the globe. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Royal Enfield recently invested in two world-class technical centers, in Bruntingthorpe, UK, and Chennai, India, and in 2020 opened its first assembly unit outside India, in Buenos Aires, Argentina. With more than 17% growth year-on-year for the last 5 years and sales in international markets up 96% in 2019-20, Royal Enfield is the leader in the global mid-size motorcycle market.

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