

Royal Enfield set to steal the show at EICMA

- First public showing for production versions of highly anticipated 650 Twins
- Unveiling of superb concept homage to 1930s classic

November 6, 2018, Milan: Following an enthusiastic reception from the world's press at September's California launch of its all-new Continental GT 650 Twin and Interceptor INT 650 Twin mid-sized motorcycles, Royal Enfield is delighted to display the first full-production versions to the general public at this year's EICMA in Milan.

The Interceptor INT 650 and the Continental GT 650 will be on display across dealerships in Europe and UK starting January 2019 and booking and inquiries across dealerships will begin by mid of November. This makes the Europe the first region where customers can place confirmed orders, to be followed by India. The Twin motorcycles will come with a 3-year warranty and Roadside Assistance service. These motorcycles will also come with over 40 Genuine Motorcycle Accessories that will have a 2-year warranty. Recommended Retail Prices for the Motorcycles across Europe and UK will be:

	UK (GBP)	Germany / France (EURO)	Spain / Italy (EURO)
Interceptor INT 650 - Standard / Orange Crush	5500	6400	6200
Interceptor INT 650 - Custom / Ravishing Red	5700	6600	6400
Interceptor INT 650 - Chrome / Glitter & Dust	5990	6900	6700
Continental GT 650 - Standard / Black Magic	5700	6600	6400
Continental GT 650 - Custom / Ice Queen	5900	6800	6600
Continental GT 650 - Chrome / Mister Clean	6200	7000	6900

**Prices mentioned are the Recommended Retail Price across Europe and OTR(on the road) for UK*

Commenting on the retail launch of the Interceptor INT 650 and the Continental GT 650 in Europe, **Siddhartha Lal, CEO - Royal Enfield** said, "The Twin motorcycles are authentic in inspiration and modern at the core, and mark the beginning of a new chapter at Royal Enfield. These are our first truly global line of products and will play a very strategic role in ushering the next set of Royal Enfield owners across the world. We are extremely

nappy to make these motorcycles available first to our riding enthusiasts here in Europe. We strongly believe that the 650 Twins will be an attractive, evocative motorcycle for our customers across Europe”

It was just a year ago at EICMA 2017, that Royal Enfield unveiled the prototypes of its first twin-cylinder offering in half-a-century. After months of developing, refining and improving the initial designs based on tens of thousands of kilometers of road and track testing on parts, aggregates and motorcycles, the production motorcycles are now rolling off the line and ready to be shipped to International dealers in the first phase of the marque's global expansion programme.

Visitors to EICMA 2018 will be able to see the cafe racer-inspired Continental GT 650 Twin and Interceptor INT 650 Twin roadster in Standard, Custom, and Chrome colourways at the Royal Enfield stand, and at the test-riding facility outside. Some of these motorcycles will be fitted with parts from the wide range of official Genuine Motorcycle Accessories that were specifically designed for the motorcycles during the development programme.

At the heart of every Royal Enfield Continental GT 650 Twin and Interceptor INT 650 Twin, however, is the built-in fun factor provided by each model's special combination of an agile chassis (developed at the marque's UK Technology Centre with legendary sports motorcycle frame builder Harris Performance) and a simple but state-of-the-art air-cooled, 650cc engine producing a punchy yet user-friendly 47 horsepower.

As well as emitting a gorgeous exhaust note, the engine offers ample pulling power to make the motorcycle unfussy to ride in urban traffic and exhilarating on the open road - meaning the Continental GT 650 and Interceptor INT 650 offer the perfect motorcycling package for both experienced and novice owners.

The Continental GT 650 will appeal especially to sporting riders with its optional single seat, sculpted fuel tank, rearset footrests and race-style clip-on handlebars, all of which have been ergonomically designed to remain comfortable in the city, on the highway or on the twisting back roads where the motorcycle really comes alive.

The Interceptor INT 650, meanwhile, harks back to Royal Enfield's 1960s twins through its teardrop tank with traditional knee recesses, comfortable, quilted dual seat and wide, braced handlebars reminiscent of the street scrambler style that emerged in '60s California. Its comfortable and commanding riding position makes the Interceptor both fun and practical on all types of terrain, from curving coastal roads to the urban jungle, for heading out of town two-up or for cruising down to the beach.

ROYAL ENFIELD'S CONCEPT KX - FROM DRAWING BOARD TO REALITY IN JUST SIX MONTHS

To demonstrate the exceptional talent and open-minded attitude of Royal Enfield's design and engineering teams in India and the UK, the marque has also chosen EICMA 2018 to offer motorcycle enthusiasts a world-first look at its remarkable concept presentation, 'Concept Kx', a V-Twin motorcycle.

Developed from scratch in just six months during the summer, the Concept Kx was inspired by Royal Enfield's original Model KX of the late 1930s, a mighty, 1,140cc side-valve machine that was described in contemporary advertising material as being *'the last word in luxury motorcycling'*.

The team working on the Concept Kx motorcycle, saw the original as an ideal starting point for a concept machine that could reflect the popularity of 'retro-modern' motorcycles by combining the KX's low-slung, girder-forked, 'dropped-in-wheels' look, with state-of-the-art design methods and rich materials such as copper, bronze and leather.

Working together in India and at the Royal Enfield Technical Centre in the UK, the team started the project in April with the design of the v-twin engine as the basis around which the motorcycle would be developed. The designers exchanged ideas and sketches, while closely observing an original, 1937 KX in the studio. From a large selection of studies, two interpretations were chosen to be produced as full-sized clay models - one with a 'neo-classical' look, the other more futuristic.

The finished concept machine on show at EICMA emerged as a brilliant blend of the two, with features such as a girder fork design that is re-imagined in a high-tech 'blade' set-up and the classic, pre-war headlamp casquette being revived in a modern and imaginative way.

The front and rear lights also incorporate a stylised version of the old Redditch 'E' for Enfield logo, while emulating the 'negative space' typically seen on pre-war motorcycles that were not cluttered by large batteries, electronic components and complex wiring. Additionally, the frame and airbox configuration serves as a stressed member of the machine and the seat unit is of a cantilever design.

The 'clean' look is further enhanced by a compact electrical system and a classic-looking green and black paint scheme that is complemented by hand-painted, copper-coloured pin stripes, black and bronze finishes to the engine and exhaust system and the use of walnut leather for the seat and handlebar grips.

Speaking at the unveil of the new Concept Kx model, **Mark Wells, Global Head for Product Strategy & Industrial Design**, said, "The 1938 Model Kx is the perfect motorcycle to reinterpret our history and bring in a fresh, creative twist with our design and development capabilities. The Concept Kx 2018 is a perfect combination of innovative technology and traditional craftsmanship. This is, in a sense, a 'flight of fantasy' for motorcycle designers and allowed this team to bring in their creative design capabilities and experiment with the design language"

The Concept Kx 2018, takes pride of place at the very front of Royal Enfield's extensive stand at EICMA. However, the motorcycle is only a concept, meant to showcase the prowess and creativity of the engineers and designers at Royal Enfield. The concept motorcycle has not been designed for production, but could serve as an inspiration for design language in future product portfolio.

#RoyalEnfieldTwins #Interceptor650 #ContinentalGT650 #RoyalEnfield #PureMotorcycling #RidePure

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 50% 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 product line-up in India includes the Bullet, Classic and Thunderbird models in 350 and 500cc displacement along with Continental GT 535cc café racer and the purpose-built Himalayan powered by the new LS410 engine. Royal Enfield operates through 17 company-operated stores and 705+ dealers 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 the Royal Enfield Twins, visit: <https://www.royalenfield.com/motorcycles/twins/>

To know more about Royal Enfield, the motorcycles, marquee rides and other initiatives, visit: <http://royalenfield.com>

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