



RD



READY.

SET.

***SCRAM***



[illegible]

# A MOTORCYCLE MADE FOR NOW

HIMALAYAN  
SCRAM 411

READY.SET.SCRAM. READY.SET.SCRAM. READY.SET.SCRAM. READY.SET.SCRAM. READY.SET.SCRAM. READY.SET.SCRAM. READY.SET.SCRAM.

TODAY'S WORLD IS FULL OF OPPORTUNITIES. AND OBSTACLES TOO. IT DEMANDS CONSTANT SWITCHING BETWEEN MODES. WORK AND PLAY, NIGHT AND DAY, ROUGH AND SMOOTH, STOP AND GO, FAST AND SLOW. THE SCRAM 411 IS BUILT FOR THIS STATE OF FLUX.

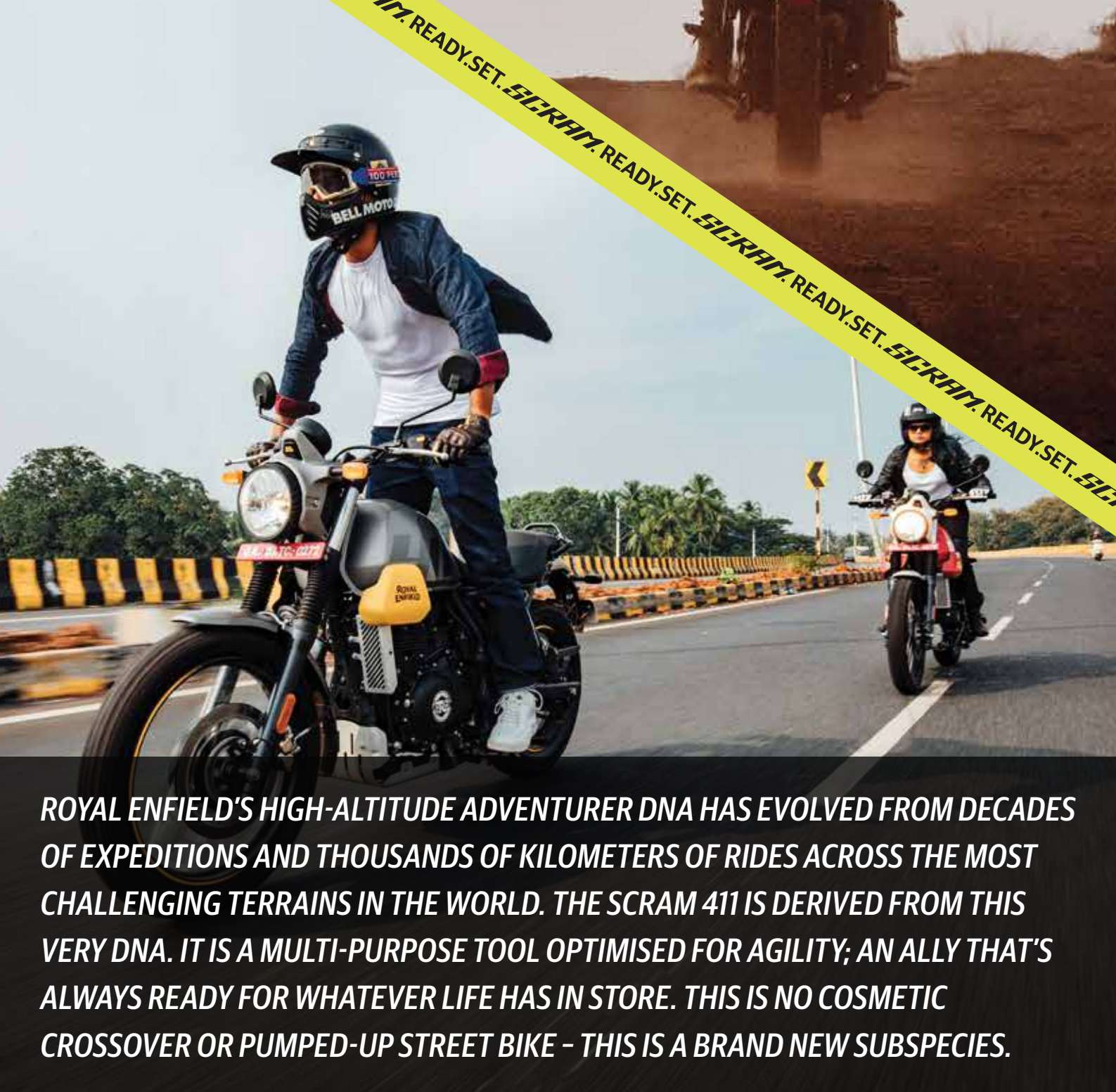
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ROYAL ENFIELD'S HIGH-ALTITUDE ADVENTURER DNA HAS EVOLVED FROM DECADES OF EXPEDITIONS AND THOUSANDS OF KILOMETERS OF RIDES ACROSS THE MOST CHALLENGING TERRAINS IN THE WORLD. THE SCRAM 411 IS DERIVED FROM THIS VERY DNA. IT IS A MULTI-PURPOSE TOOL OPTIMISED FOR AGILITY; AN ALLY THAT'S ALWAYS READY FOR WHATEVER LIFE HAS IN STORE. THIS IS NO COSMETIC CROSSOVER OR PUMPED-UP STREET BIKE - THIS IS A BRAND NEW SUBSPECIES.



# ENGAGE SCRAM MODE

READY.SET.**SCRAM.** READY.SET.**SCRAM.** READY.SET.**SCRAM.** READY.SET.**SCRAM.** READY.SET.**SCRAM.**

SCRAM MODE IS ABOUT NAVIGATING THE URBAN GAME OF SNAKES AND LADDERS. 19" FRONT AND 17" REAR WHEELS HELP THIS MACHINE TAKE ON ANYTHING THAT IS THROWN ITS WAY, WHILE A LOW 795MM HIGH SEAT KEEPS THE RIDER COMFORTABLE ON LONGER RIDES. THE SCRAM'S HIGH-ALTITUDE PROVEN LS 410 ENGINE MAKES FOR FEWER GEAR CHANGES AND EASY MANEUVERING THROUGH THE URBAN MAZE, SO YOU CAN GO WITH THE FLOW.

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[illegible]

A composite image featuring a motorcycle in motion on a road and a rider in a 'Scram' jersey performing a stunt. A yellow diagonal banner with the text 'READY.SET.SCRAM.' is overlaid across the image.

**MODERN LIFE DEMANDS A CONSTANT SWITCHING BETWEEN MODES. WIRE SPOKED WHEELS AND DUAL-PURPOSE TIRES ENSURE A SURE-FOOTED GRIP AND EFFORTLESS AGILITY ACROSS TARMAC, ROUGH ROADS AND DIRT TRACKS. LONG TRAVEL SUSPENSION AND HIGH GROUND CLEARANCE ENSURE AN EASY RIDE OVER TRICKY TERRAIN - BECAUSE THE SCRAM 411 IS BUILT TO HANDLE WHATEVER LIFE THROWS AT YOU.**



[illegible]The advertisement features a full-page background image of a person riding a Royal Enfield Scram 411 motorcycle across a vast, flat, arid landscape under a clear sky. The rider is wearing a black leather jacket, a black helmet with "ROYAL ENFIELD MOTO III" branding, and red-and-black gloves. A yellow diagonal banner cuts across the middle of the image, repeating the slogan "READY.SET.SCRAM." in bold black letters. In the upper right corner, there is a large, stylized graphic of the word "SCRAM" in white, set against a dark blue background with circular patterns. Below the main image, a black horizontal bar contains white text describing the bike's design philosophy.

# FLEX AND FINESSE

READY.SET.SCRAM. READY.SET.SCRAM. READY.SET.SCRAM. READY.SET.SCRAM. READY.SET.SCRAM. READY.SET.SCRAM. READY.SET.SCRAM.

THE SCRAM 411 WAS CREATED BY MIXING GENUINE ADVENTURER CAPABILITY WITH SCRAMBLER PLAYFULNESS AND ACCESSIBILITY. DETAILS LIKE THE URBAN BADGE PLATE, AN OFFSET SPEEDO, A SCRAMBLER SEAT AND 7 HIGH-ENERGY COLOURWAYS TELL YOU THAT THIS IS NO ORDINARY MOTORCYCLE. THIS IS THE SCRAM 411.

The advertisement features a full-page background image of a person riding a Royal Enfield Scram 411 motorcycle across a vast, flat, arid landscape under a clear sky. The rider is wearing a black leather jacket, red gloves, and a black helmet with "ROYAL ENFIELD MOTO III" written on it. In the upper half of the image, there is a large, stylized graphic of the word "SCRAM" in white letters on a dark blue background. A diagonal yellow banner cuts across the middle of the image, repeating the slogan "READY.SET.SCRAM." in black capital letters. At the bottom, a black horizontal bar contains white text describing the bike's design philosophy.

**FLEX AND FINESSE**

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# Specifications

## Engine

Type	Single Cylinder, 4 Stroke, Air Cooled, SOHC, Fuel Injection
Bore x Stroke	78mm x 86mm
Displacement	411 CC
Compression Ratio	9.5:1
Maximum Power	24.3BHP(17.88KW)@6500RPM
Maximum Torque	32NM@4250±250RPM
Idle RPM	1300±100RPM
Starting System	Electric Start
Air Filter Element	Paper Element
Lubrication	Forced, Wet Sump
Engine Oil Grade	Semi Synthetic SAE 15W 50 API SL Grade JASO MA 2
Ignition System	Electronic ECU / Variable
Clutch	Wet Multi Plates
Gearbox	5 Speed, Constant Mesh
Fuel Supply	Electronic Fuel Injection

## Chassis & Suspension

Type	Half-Duplex Split Cradle Frame
Front Suspension	Telescopic, 41 mm Forks 190mm Travel
Rear Suspension	Monoshock with Linkage, 180mm Wheel Travel

## Dimensions

Wheelbase	1455 mm
Ground Clearance	200 mm
Length	2210 mm
Width	840 mm
Height	1165 mm
Saddle Height	800 mm
Kerb Weight ( 90% Fuel & Oil )	194 kg
Fuel Capacity	15 ± 0.5 Litres

## Brakes & Tyres

Tyres FR.	100/90 -19 " 57S
Tyres RR.	120/90 - 17" 64S
Brakes Front	300mm Disc, 2-Piston Floating Caliper
Brakes Rear	240mm Disc, Single Piston Floating Caliper
ABS	Dual Channel ABS



# COLORS



WHITE FLAME



SILVER SPIRIT



GRAPHITE RED



GRAPHITE BLUE



BLAZING BLACK



SKYLINE BLUE



GRAPHITE YELLOW



13 YEARS



# ROYAL ENFIELD

[www.royalenfield.com](http://www.royalenfield.com)

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