

## Royal Enfield launches 2019 Bullet Trials

### Inspired by Royal Enfield's legacy at trials championships

- *Celebrates the world's oldest motorcycle brand in continuous production - More than 87 years of Bullet heritage, since 1932*
- *Commemorates the Royal Enfield Bullet Trials motorcycle of 1949, and a tribute to the legendary Royal Enfield factory riders' team and to Trials Wizard - Johnny Brittain*
- *Bullet Trials 500 to be available across dealerships from August 2019*

**Redditch, UK, 31<sup>st</sup> May 2019:** Legends live on! And the Royal Enfield Bullet is the best testimony to that. The Bullet's enduring journey over the last 87 years - since 1932 - has given Royal Enfield the privilege of being the world's oldest motorcycle brand in continuous production, with the Bullet being the longest running motorcycle model in the world. This journey of the Bullet has been both, iconic and legendary, but perhaps the most important story in its history is the legacy of the Royal Enfield Bullet at the Trials Championships. Inspired by this legacy of Royal Enfield at the International Six Days Trials and as a tribute to the prolific *Trials Wizard*, Johnny Brittain, Royal Enfield launches the **Bullet Trials 2019**.

The **Bullet Trials** will be available in 500cc and will have distinctive design and functional features that will be redolent of the heydays of classic trials competitions from the 1940's and 50's. The new Bullet Trials will feature tyres with block tread pattern for improved off road grip, and a reinforced handlebar with cross-brace. The motorcycle also features a raised silencer for improved ground clearance in addition to being equipped with dual channel Anti-Lock Braking System (ABS). The Bullet Trials will have trimmed mudguards, a single seat and luggage carrier. There will also be a set of five specific motorcycle accessories available, that have been designed for the Bullet Trials, including a sump guard for added engine protection.

The 2019 Bullet Trials motorcycle is a tribute to the 1949 Bullet Trials ridden by Johnny Brittain across various trials championships. This model perfectly captures the look-and-feel of these early 1950's models while offering modern features such as twin Disc ABS and EFI system. The Bullet Trials 500 will be powered by the 498cc UCE engine.

Speaking at the launch of the Bullet Trials motorcycle in Redditch, **Mark Wells - Global Head, Product Strategy and Industrial Design, Royal Enfield** said, "Royal Enfield has had a long and proud history of building resilient and enduring motorcycles, the Bullet has been the most enduring of them all. The Bullet Trials motorcycle ridden by Johnny Brittain is unforgettable and a reminder of the machine's prowess over challenging terrains and its trials pedigree. The Bullet Trials 2019 motorcycle is inspired by Johnny Brittain's trials motorcycle that won more than 50 championships between 1948 - 1965 and it is also a fitting tribute to our seminal design and engineering expertise that introduced the swingarm for the first time in 1949 with the Bullet. I am confident that this motorcycle will be received well amongst Royal Enfield enthusiasts."

We are pleased to announce the availability of Bullet Trials in the UK and across Europe from August 2019.