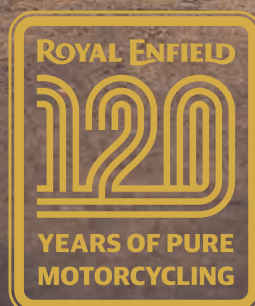


ROYAL ENFIELD

THROUGH THE AGES

CELEBRATING 120 YEARS OF PURE MOTORCYCLING



1900s

PROJECT ORIGIN



Royal Enfield - Since 1901.

It's a tagline you've probably heard or seen before.

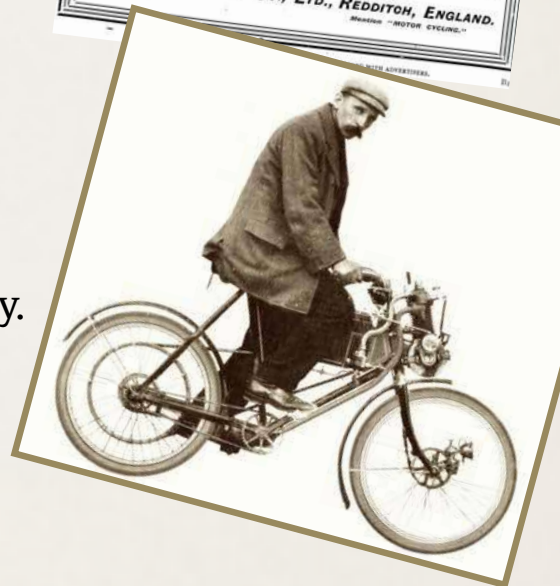
It is also a point in time that carries considerable weight in the motorcycle heritage stakes as it makes Royal Enfield the oldest motorcycle manufacturer still in production.



ROYAL ENFIELD'S VERY FIRST PRODUCTION MACHINE - OR 'MOTOR-BICYCLE' WAS UNVEILED AT THE STANLEY CYCLE SHOW, LONDON, EXACTLY 120 YEARS AGO, IN NOVEMBER 1901.

It was powered by a 1 3/4 hp single cylinder engine mounted ahead of the handlebars and driven at the rear wheel by a stout, crossed-over rawhide belt. Unlike most other engines at this time, the Royal Enfield's crankcase was horizontally split. This avoided the disastrous consequences of oil dripping onto the front wheel from leaky vertically split crankcases!

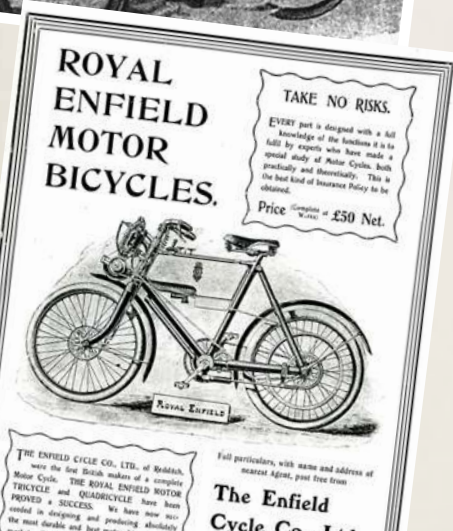
It cost exactly £50 when new, which is the equivalent of £4000 or 4700 Euros in today's money.



IT MAY HAVE LOOKED LIKE A BONESHAKER BUT IT PROVED TO BE THE SEED FROM WHICH A DYNASTY WAS TO GROW.

However, all that remained of this very first Royal Enfield motor-bicycle was a few period photos, as well as some illustrations, advertisements and newspaper reports from all the way back in 1901.

No working model of this original motor-bicycle had been found to exist and consequently a major piece of Royal Enfield's historical puzzle was missing.



In the summer of 2020, a voluntary team of engineers and designers at Royal Enfield's UK and Indian Technical Centres, working in collaboration with Harris Performance and other experts from within the vintage motorcycling community, accepted the challenge to build a faithful working replica of the original 1901 motor-bicycle.



THE PROJECT QUICK BECAME KNOWN AS "PROJECT ORIGIN"

A journey of discovery and exploration began, with the team delving back through the history books to unearth as much information and century old knowledge as possible about the pioneering era of two-wheeled motorised transportation.

THE TEAM COMBINED NEW-WORLD TECHNOLOGIES WITH OLD-WORLD SKILLS AND PRACTICES TO START THE BUILD OF A FAITHFUL WORKING REPLICA FROM THE GROUND UP.



1900s

OPERATING THE 1901 ROYAL ENFIELD IS NOTHING LIKE RIDING THE MOTORCYCLES OF TODAY.

The rider starts the machine by pedalling. Once the engine fires, the carburettor is opened from tickover to the full-on position by a hand lever located on the right side of the petrol tank. Then the ignition timing is adjusted by another lever to achieve smooth running.



AS THE BUILD TOOK FORM IT WAS QUICKLY APPARENT AS TO THE LEVEL OF CRAFTSMANSHIP AND EXPERTISE THAT WERE REQUIRED TO MANUFACTURE CERTAIN COMPONENT PARTS OF THE MOTOR-BICYCLE.

There is no throttle as such - speed is skillfully modulated by the use of a valve lifter which is opened by a handlebar lever. Lubrication is total loss; the rider has to squirt a charge of oil into the crankcase via a hand pump located on the left side of the cylinder. This will burn off after 10 to 15 miles at which point another shot of oil is required. Squirt too much oil and black smoke comes out of the exhaust... forget to do it and the engine seizes!

THIS WHOLE PROCESS PERFECTLY DEMONSTRATES JUST HOW IMPORTANT WE FEEL OUR HERITAGE IS.

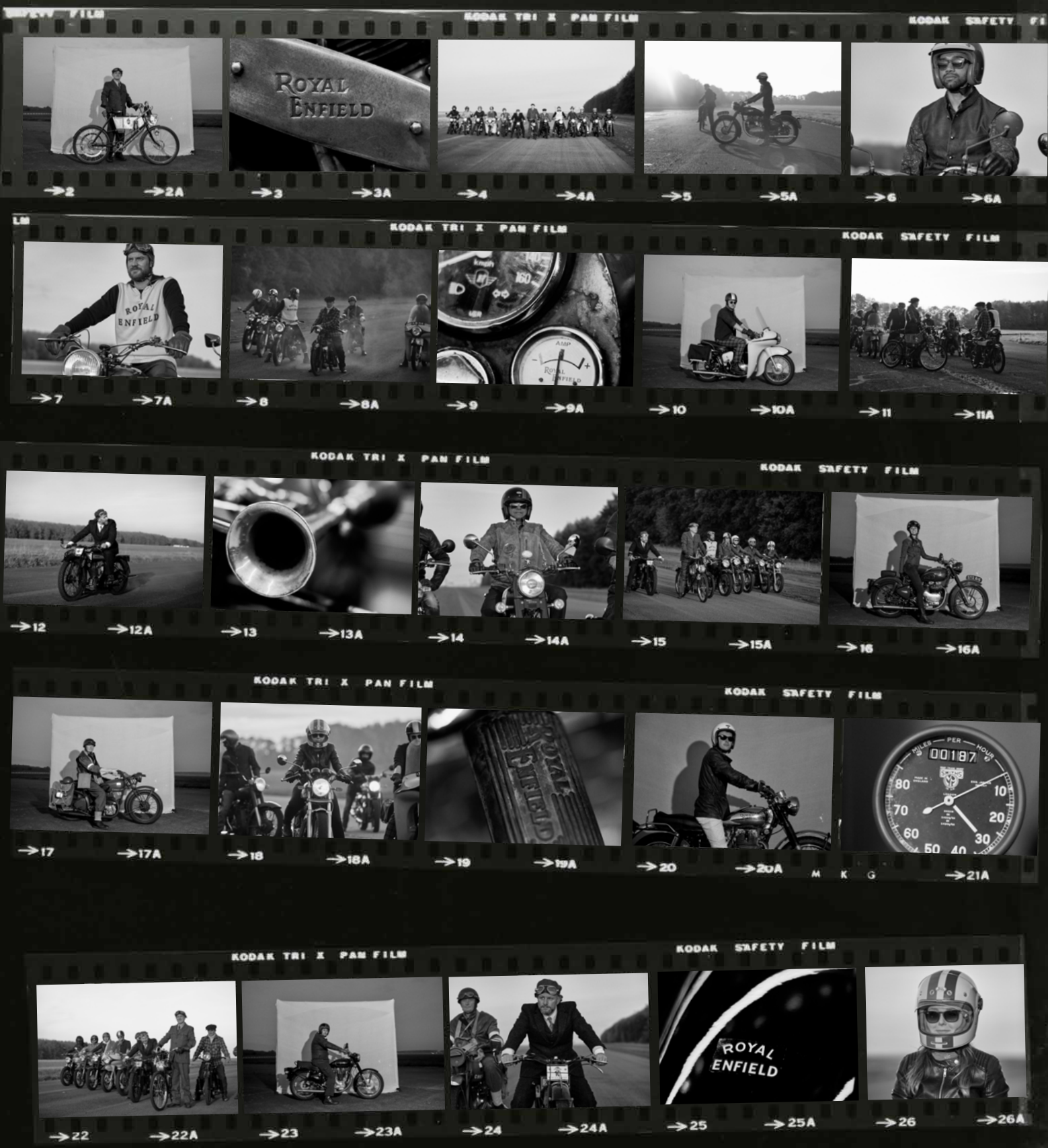
**AS THE SAYING GOES....
“...to know where you are going, you have got to know where you’ve come from. And that is Project Origin.”**

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ROYAL ENFIELD
THROUGH THE AGES

1900s





ROYAL ENFIELD
"THROUGH THE AGES"

SINCE .1901

1910s

MODEL 200



The Model 200 was Royal Enfield's first 2-stroke motorcycle and was unveiled at the London's Olympia Motorcycle Show in November 1914

...three months after Britain had entered the war.



1910s
MODEL
200

The 2½ h.p. ROYAL ENFIELD TWO-STROKE — Model 200



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ROYAL ENFIELD
THROUGH THE AGES

THE MODEL 200'S TOP SPEED WAS CLOSE TO 40 MPH. CAN YOU IMAGINE RIDING AT THAT SPEED WITH JUST A RUBBER BLOCK REAR BRAKE AND THE SMALLEST BICYCLE-TYPE RIM BRAKES ON THE FRONT WHEEL?

1910s

1920s



MODEL 350 SPORTS

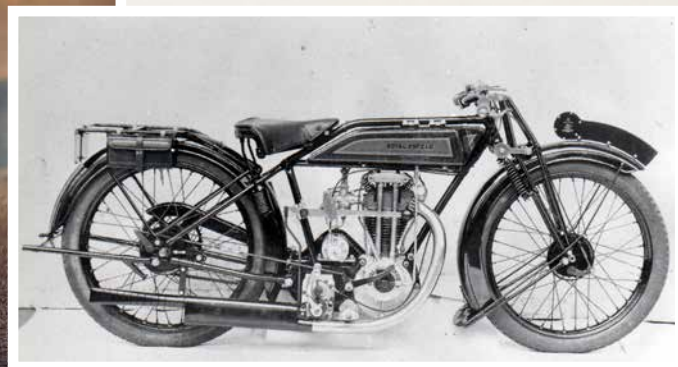
With the Model 350 Royal Enfield's love affair with the middle-weight 350 singles had begun and was to continue without interruption to this day.

**...the model that cast the mould for generations of
Royal Enfield engines to follow.**





1920s
MODEL
350



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ROYAL ENFIELD
THROUGH THE AGES

THE MODEL 350 RECEIVED A SIGNIFICANT UPGRADE IN 1925 WITH A MOVE TO ROYAL ENFIELD'S OWN 350CC SIDE-VALVE ENGINE.

IT WAS DESIGNED IN-HOUSE BY TED PARDOE, WHO WENT ON TO CREATE THE POST-WAR BULLET AND 500 TWIN.

1930s

1930s

1140cc

KX



The 1930s was a golden era for Royal Enfield, with a best-selling model range and repeated successes in trials competitions.

The Royal Enfield KX was promoted to the British public from 1937 until the outbreak of World War Two.

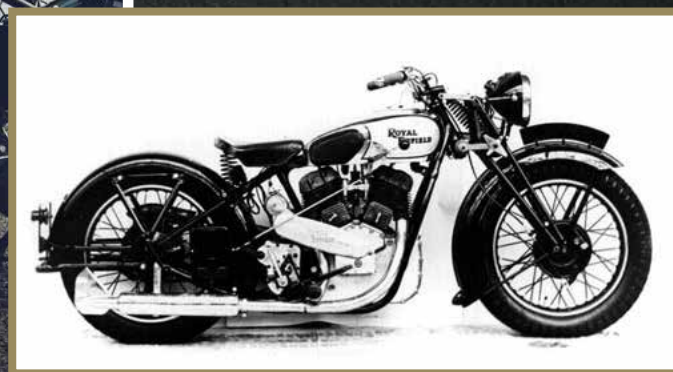




1930s

1140cc

KX



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ROYAL ENFIELD
THROUGH THE AGES

POWERFUL ENOUGH TO UPROOT TREES, GUTSY ENOUGH TO HAUL A MONSTROUS SIDECAR PACKED WITH A FAMILY AND ALL THEIR HOLIDAY LUGGAGE, DEPENDABLE ENOUGH TO BE USED AS AN UNFLAGGING WORKHORSE BY TRADES PEOPLE WHO LOADED THEIR SIDECARS WITH BRICKS, MORTAR AND ALL THE TOOLS OF THEIR TRADE - THIS WAS THE FORMIDABLE 1140CC ROYAL ENFIELD KX V-TWIN.

1930s

1940s



350 SIDE VALVE

WD/ C

Royal Enfield has always shown adaptability, endurance and resourcefulness and this was never more evident than during WWII.

...WD stands for War Department and C for Model C.





1940s

350 SIDE
VALVE

WD/C



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ROYAL ENFIELD
THROUGH THE AGES

IN MAY 1940, THE BRITISH EXPEDITIONARY FORCE WAS FORCED TO RETREAT TOWARDS THE BEACHES OF DUNKIRK. IN THE COURSE OF THIS RETREAT, VAST QUANTITIES OF EQUIPMENT - TANKS, TRUCKS AND MOTORCYCLES - WERE ABANDONED. THE BRITISH WAR DEPARTMENT IMMEDIATELY PLACED LARGE ORDERS FOR ROYAL ENFIELD MODEL C MOTORCYCLES TO BE USED BY DESPATCH RIDERS AND FOR CONVOY ESCORT DUTIES.

1940s

1950s

METEOR

700cc



The early 50s were boom times for the British motorcycle industry with manufacturers competing fiercely for market share.

In November 1952 Royal Enfield entered the fray, top-trumping the rest by launching Britain's largest parallel twin, the 700cc Meteor.



1950s
METEOR
700



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ROYAL ENFIELD
THROUGH THE AGES

THE METEOR 700 WAS CHARMING TO RIDE; WHETHER USED FOR FAST SOLO RIDING, TOURING, COMMUTING OR HAULING A SIDECAR - THE SUPER METEOR QUICKLY BECAME A FIRM FAVOURITE WITH DISCERNING RIDERS AND PRODUCTION CONTINUED UNTIL 1962.

THE 1956 MOTORCYCLE MAGAZINE ROAD TEST PROCLAIMED: 'TOURING CHARACTER... LUXURIOUS SPECIFICATION... PERFORMANCE LITERALLY ON TAP.'

1950s

1960s



THE CLIPPER

250

The Clipper's fantastic value-for-money made it the model of choice for the budget conscious and the commuter - perfect for city exploration and remarkably low on petrol consumption.

The unique 'Airflow Fairing' certainly helped take the edge off even the worst of the British weather!





1960s
CLIPPER
250



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ROYAL ENFIELD
THROUGH THE AGES

THE CLIPPER HAD A DETUNED, AND VERY QUIET, ALL-IRON CYLINDER AND CYLINDER HEAD - RESULTING IN AN ENGINE THAT WAS SUPER-SMOOTH AND REVVED SWEETLY.

EVEN 5-TIMES WORLD CHAMPION, GEOFF DUKE, HAD SOMETHING TO SAY ABOUT THE CLIPPER, "MODEST IN COST AND REMARKABLY LOW ON PETROL CONSUMPTION, IT WILL SAVE YOU MONEY MILE AFTER MILE."

1960s

1970s



INTERCEPTOR

736cc

The Interceptor encapsulated the essence of the 1960's and 70s West Coast freewheeling lifestyle and was a dream machine for surfers and desert racers alike.

The Interceptor was the last in a long line of parallel twins to be manufactured at the Redditch Factory, UK.

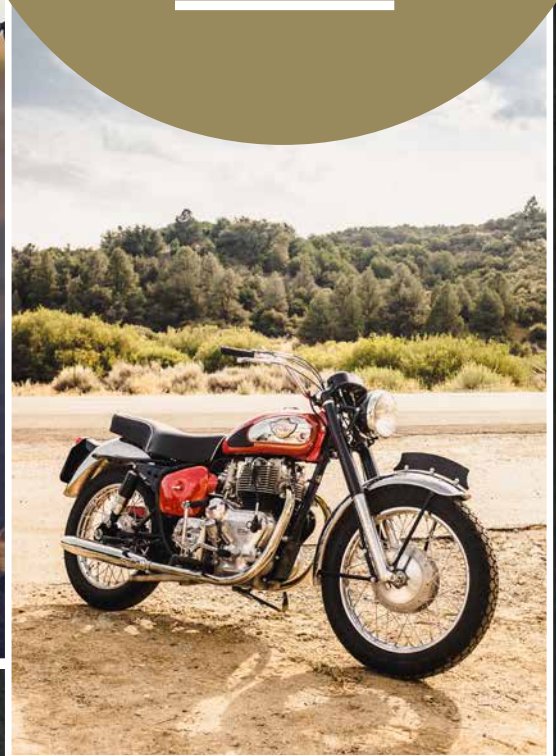




1970s

INTERCEPTOR

736



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ROYAL ENFIELD
THROUGH THE AGES

POWERFUL AND IMPOSING, THE 120 MPH INTERCEPTOR WAS ALSO EASY TO RIDE, WITH PRECISE, ROCK-SOLID HANDLING AND AN IMPECCABLY SMOOTH ENGINE THANKS TO A DYNAMICALLY BALANCED ONE-PIECE CRANKSHAFT.

ITS RAW YET HANDSOME GOOD LOOKS, HAVE ENSURED THAT IT REMAINS ONE OF THE MOST SOUGHT AFTER CLASSICS TO THIS DAY.

1970s

1980s

BULLET**500**

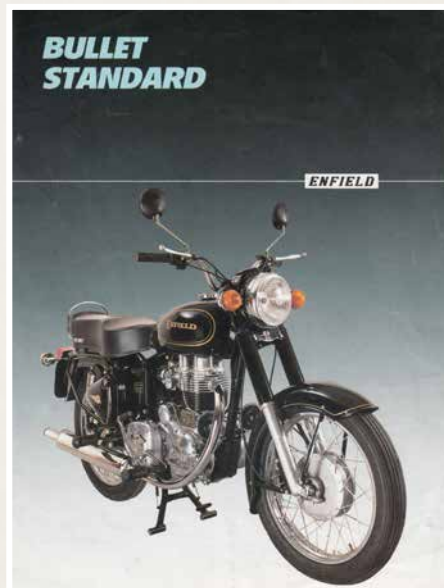
First launched in 1932, the Royal Enfield Bullet is the longest running production motorcycle in the world and in 2022 will celebrate its 90th anniversary.

**No wonder the saying goes:
"Made Like A Gun, Goes Like A Bullet!"**





1980s
BULLET
500



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ROYAL ENFIELD
THROUGH THE AGES

FROM MILAN TO MONTREAL; LONDON TO LISBON; SAN FRANCISCO TO SYDNEY - THE BULLET HAS CAPTURED THE IMAGINATION OF THOSE WHO LOVE NOTHING MORE THAN TO DON AN OPEN-FACE HELMET, FLYING GOGGLES, A WAXED JACKET AND WHITE SILK SCARF, AND GO FOR A RIDE...

NOSTALGIC, CHARMING AND FUN TO ITS CORE - THE LEGENDARY BULLET IS A TRUE ICON.

1980s

1990s



THE ENFIELD

DIESEL

Fuel efficiency has always been a high priority for Indian commuters. Royal Enfield met the need for a super-economical motorcycle with a creative solution....the Enfield Diesel.

Powered by a humble 6.5hp, it was never going to set any speed records but was much loved for its economy and reliability.



1990s **ENFIELD** **DIESEL**



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ROYAL ENFIELD
THROUGH THE AGES

LAUNCHED IN 1993, THE ENFIELD DIESEL WAS AN UNFLAGGING WORKHORSE, HAILED AS 'PROBABLY THE WORLD'S MOST ECONOMICAL MOTORCYCLE' DUE TO ITS MIND-BOGGLING FUEL EFFICIENCY: 70KMPL OR 197MPG.

IN INDIA FARMERS, TRADERS, CONTRACTORS AND SMALL BUSINESS OWNERS, WHO NEEDED TO TRAVEL LONG DISTANCES WHILE CARRYING HEAVY LOADS, CHERISHED THE FRUGAL MACHINE!

1990s

2000s

CLASSIC

500



Unveiled in October 2008, the Classic very quickly became aspirational and went on to become the largest selling Royal Enfield model of all time....over 2 million and still counting.

The original design brief was to be both progressive yet embracing of the past - to develop a motorcycle that was both forward thinking and timeless.





2000s
CLASSIC
500



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ROYAL ENFIELD
THROUGH THE AGES

THE CLASSIC'S NEW UCE (UNIT CONSTRUCTION ENGINE) WAS FUNDAMENTAL TO ITS SUCCESS. IT WAS CLEAN RUNNING, LOW ON MAINTENANCE AND GAVE MUCH IMPROVED RELIABILITY WHILE RETAINING THE ALL-IMPORTANT LONG-STROKE TORQUE CHARACTERISTICS AND THUMPING EXHAUST NOTE THAT HAD ENDEARED THE PUSH-ROD, OVERHEAD VALVE, SINGLE CYLINDER BULLET TO GENERATIONS OF OWNERS.

2000s

2010s



CONTINENTAL

GT 535

From the 60's onwards, the Continental GT has been our quintessential cafe racer for one generation after the next.

The GT 535 chassis was designed in the UK by Harris Performance, no less, so it had impeccable handling too.





2010s

CONTINENTAL

GT 535



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ROYAL ENFIELD
THROUGH THE AGES

THE GLOBAL LAUNCH BEGAN ONE CHILLY MORNING IN SEPTEMBER 2013 AT THE WORLD FAMOUS ACE CAFÉ, LONDON. EN MASSE, BIKERS ROARED THROUGH THE STREETS OF THE CAPITAL BEFORE THE ROADSIDES TURNED GREENER AND MORE WINDING, AND THE MACHINES COULD FINALLY STRETCH THEIR LEGS FOLLOWING THE LEGENDARY ROUTE DOWN TO THE BRIGHTON COAST MADE INFAMOUS BY SIXTIES' MODS AND ROCKERS.

2010s

2020s



INTERCEPTOR

650

The Interceptor, along with the Continental GT 650, was the first twin cylinder motorcycle to be produced by Royal Enfield since 1970.

Its classic styling recalls a golden era for Royal Enfield. The original Interceptors quickly became part of California's sun-drenched culture, serving as two-wheeled expressions of fun and freedom.





2020s

INTERCEPTOR

650



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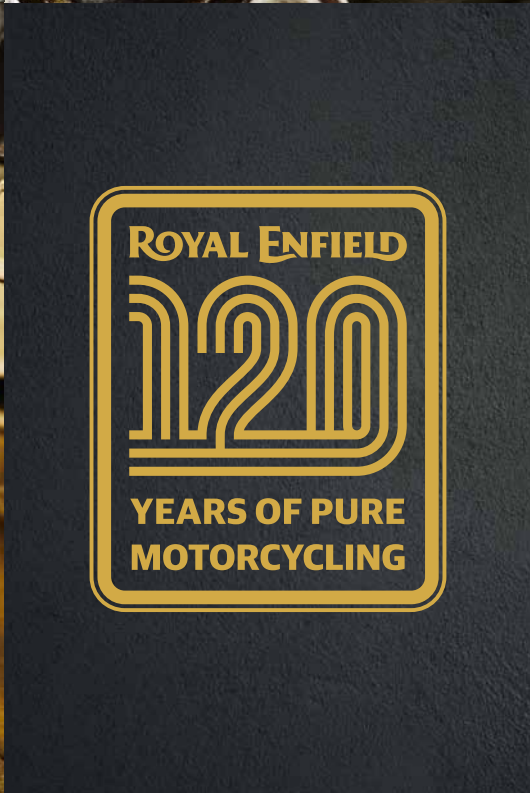
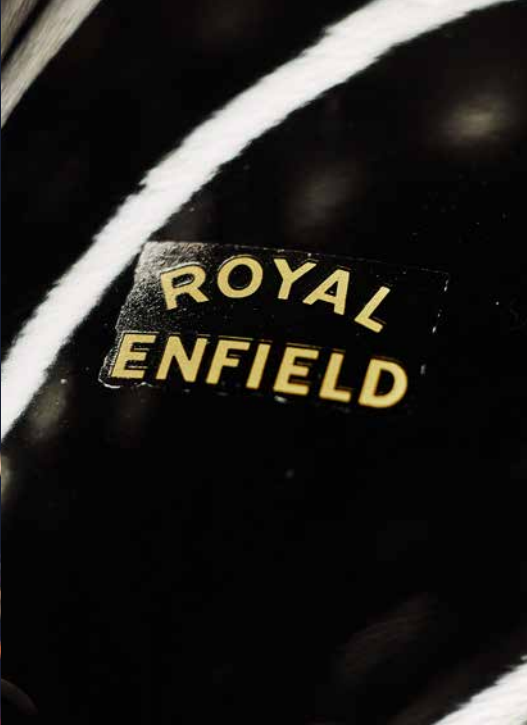
ROYAL ENFIELD
THROUGH THE AGES

DESPITE THESE LINKS TO THE PAST, THE INTERCEPTOR 650 IS AN ENTIRELY NEW MOTORCYCLE DESIGNED FROM THE GROUND UP BY ROYAL ENFIELD'S DEVELOPMENT TEAMS IN INDIA AND AT ITS STATE-OF-THE-ART TECHNOLOGY CENTRE AT BRUNTINGTHORPE, UK.

THE RESULT IS A MOTORCYCLE THAT'S DYNAMIC AND RESPONSIVE; NIMBLE IN THE CITY, PLANTED ON THE HIGHWAYS AND TERRIFIC FUN IN THE TWISTIES. EASY GOT BACK.

2020s







ROYAL ENFIELD

THROUGH THE AGES

CELEBRATING 120 YEARS OF PURE MOTORCYCLING

