

BURN-UP BOOK



The Royal Enfield Continental GT. This is the lightest, fastest, most powerful Royal Enfield in production. It's a machine with a story, a nod to motorcycling's finest hour; a painstaking collaboration. It is also the best expression yet of a cultural phenomenon that has simply refused to fade away - the café racer.

RACE SPEAK

CAFF
Café
BURN-UP
A trip with mates on caff racers, with stops by caffs. As in, "Didn't see you at the Brighton Burn-Up?"
DOIN' A TON
A 100 mph
RECORD-RACING
To the next caff and back before a song finishes on a jukebox.



CAFFS ARE WHERE IT'S AT

At Caffs
Between Ton-ups

BEBOPALULA, BABY

SUMMERTIME BLUES / EDDIE COCHRAN
BE BOP A LULA / GENE VINCENT
I NEED YOUR LOVE TONIGHT / ELVIS PRESLEY
RIP IT UP / GENE VINCENT
JOHNNY BE GOOD / CHUCK BERRY

ROCKER OR MOD?

CAFÉ RACERS OR VESPAS
DENIM OR VELVET
BEBOP OR THE WHO

*Vespa is the registered trademark of Piaggio & Co. S.p.A. Other Motorcycles and Vespa are either associated in any way (as depicted by Piaggio & Co. S.p.A.)

LEWIS LEATHERS GOES THE DISTANCE. GET THE JACKET.

YOU LOOKIN' AT ME?

BLACK LEATHER
WHITE SCARVES
POMPADOURS
OPEN-FACE HELMETS
BRYLCREEM & AVIATORS

*Aviator is the registered trademark of Lucidus SA. Other Motorcycles or Royal Enfield is not associated with any way (as depicted by Lucidus SA). "Brylcreem" is the registered trademark of Unilever, Company Incorporated, the Unilever Group and all other parties associated with. Other Motorcycles or Royal Enfield is neither associated in any way (as depicted by Unilever, Company Incorporated and the Unilever Group).

"Britain's fastest 250"
Motor Cycle News No.

OUR CAFÉ RACER ROOTS RUN DEEP.

THE FIRST ROYAL ENFIELD CONTINENTAL GT ROLLED OUT IN 1965 AND WAS BRITAIN'S FASTEST 250CC. GOOD FOR 21 BHP. EVERY BIT A CAFÉ RACER. GOOD ON YA, POP.

PARTNERS IN CRIME/DESIGN

All-new double cradle frame designed by Harris Performance, UK
Paioli S.p.A. - twin rear shock absorbers
Brembo disc brakes
Sport Demon tyres by Pirelli
Classic café racer silhouette - Xenophya Design, UK

ON THE ROYAL ENFIELD CONTINENTAL GT

ENGINE FUEL-INJECTED 535CC, BUILT FOR BURN-UPS
TYRES SPORTY, PIRELLI
HANDLEBARS OLD SCHOOL, CLIP-ON
FOOT RESTS, CONTROLS STRUCTURED FOR A TUCKED-IN, MORE AERODYNAMIC RIDING POSITION
FUEL TANK CLASSIC CAFÉ RACER STYLING, RECESSED FOR A RIDER'S KNEES
SEAT BUMP-STOP

MORE AT ROYALENFIELD.COM/CONTINENTALGT

EVERY NEW ROYAL ENFIELD CONTINENTAL GT STARTS ITS JOURNEY AT OUR SHINY NEW FACILITY IN MADRAS, INDIA.

HAILED BY PURISTS. LOVED BY ROCKERS. THE MOST FUN YOU'LL EVER HAVE ON A MOTORCYCLE.

ROYALENFIELD.COM/CONTINENTALGT

This advertisement may contain third-party trademarks/brand names and/or copyright text content used purely as a descriptive or non-infringing device in the creative visualization of this advertisement. The copyright/trade or service marks or brand names are the exclusive properties of their respective owners and the inclusion in this advertisement of any logo, image, symbol, marks, name, product, process or service does not constitute any association, sponsorship, endorsement, encouragement or endorsement of Royal Enfield or any of its products/services by these corporations or beneficial owners of these material. The owners of the mentioned third party brand names reserve full rights with respect to any copyright or trademark right arising therefrom.

ROYAL ENFIELD

BURN-UP BOOK



A rider wearing a white helmet and a dark jacket is riding a red Royal Enfield Continental GT motorcycle. The motorcycle is in motion, with a blurred background of green trees and foliage. The text is overlaid on the image, starting with 'The Royal Enfield Continental GT. This is the lightest, fastest, most powerful Royal Enfield in production. It's a machine with a story, a nod to motorcycling's finest hour; a painstaking collaboration. It is also the best expression yet of a cultural phenomenon that has simply refused to fade away - the café racer.'

The Royal Enfield Continental GT. This is the lightest, fastest, most powerful Royal Enfield in production. It's a machine with a story, a nod to motorcycling's finest hour; a painstaking collaboration. It is also the best expression yet of a cultural phenomenon that has simply refused to fade away - the café racer.



RACE CIE R SP EA K



CAFF
Café

BURN-UP

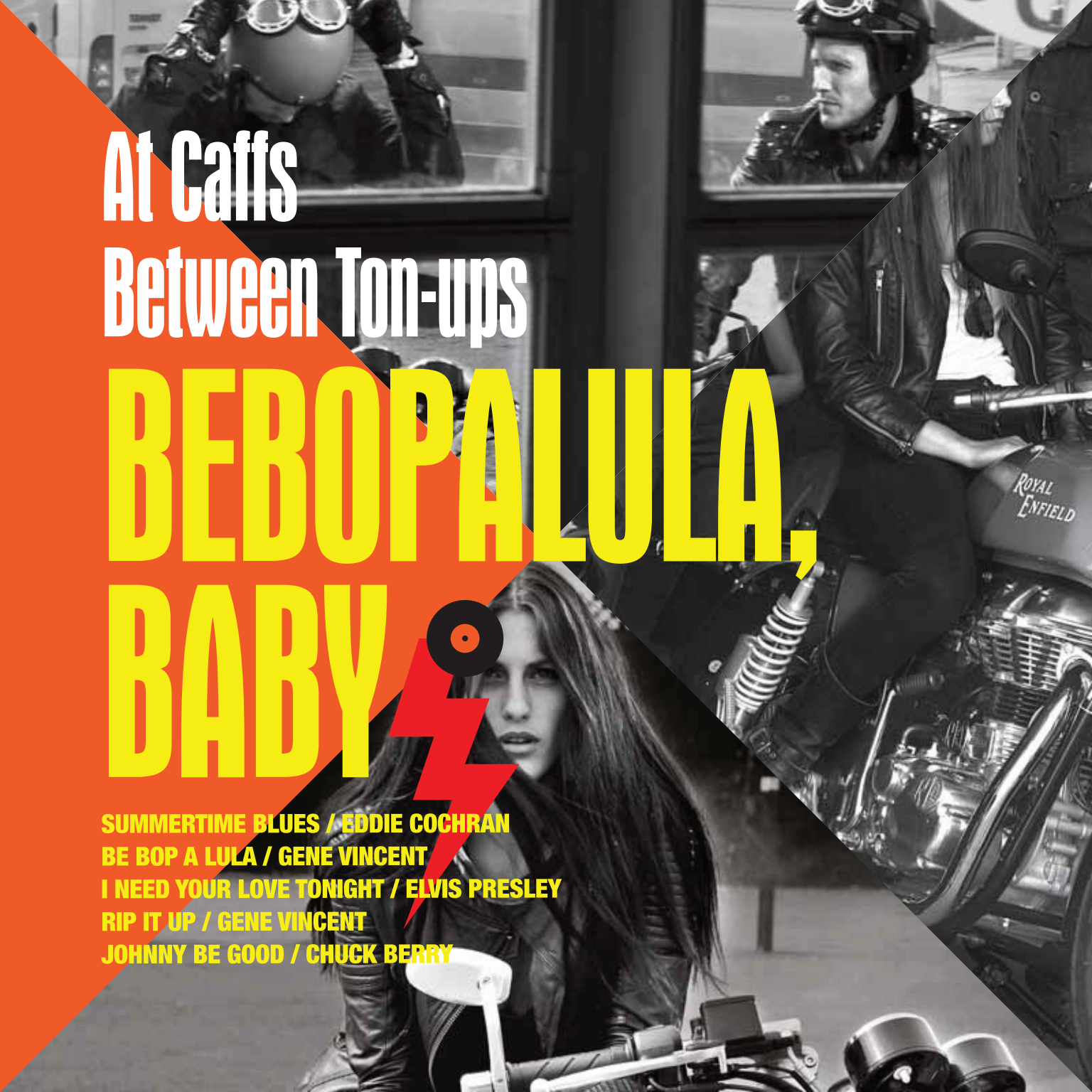
A trip with
mates on caff
racers, with
stops by caffs.
As in, “Didn’t
see you at the
Brighton
Burn-Up?”

DOIN’ A TON
A 100 mph

RECORD-RACING
To the next
caff and back
before a song
finishes on a
jukebox.



**CAFFS ARE
WHERE IT'S AT**



**At Caffe
Between Ton-ups**

BEBOPALULA, BABY

SUMMERTIME BLUES / EDDIE COCHRAN

BE BOP A LULA / GENE VINCENT

I NEED YOUR LOVE TONIGHT / ELVIS PRESLEY

RIP IT UP / GENE VINCENT

JOHNNY BE GOOD / CHUCK BERRY



ROCKER OR MOD?

**CAFÉ RACERS OR VESPAS
DENIM OR VELVET
BEBOP OR THE WHO**

"Vespa" is the registered trademark of Piaggio & Co. S.p.A., Eicher Motorcycles or Royal Enfield® is neither associated in any way nor endorsed by Piaggio & Co S.p.A.



LEWIS
LEATHERS
GOES THE
DISTANCE.
GET THE
JACKET.

**YOU LOOKIN'
AT ME?**

**BLACK LEATHER
WHITE SCARVES
POMPADOURS
OPEN-FACE HELMETS
BRYLCREEM &
AVIATORS**

"Aviator" is the registered trademark of Luxottica SA. Eicher Motorcycles or Royal Enfield® is not associated in any way with Luxottica SA. "Brylcreem" is the registered trademark of Unilever, Combe Incorporated, the Godrej Group and all other parties associated with. Eicher Motorcycles or Royal Enfield is neither associated in any way nor endorsed by Unilever, Combe Incorporated and the Godrej Group.

"Britain's fastest 250"

Motor Cycle News No

OUR CAFÉ RACER ROOTS RUN DEEP.

**THE FIRST ROYAL ENFIELD
CONTINENTAL GT ROLLED OUT
IN 1965 AND WAS BRITAIN'S
FASTEST 250CC. GOOD FOR 21
BHP. EVERY BIT A CAFÉ RACER.
GOOD ON YA, POP.**



PARTNERS IN CRIME/DESIGN

**All-new double cradle frame
designed by Harris Performance, UK
Paioli S.p.A. – twin rear shock
absorbers**

Brembo disc brakes

Sport Demon tyres by Pirelli

Classic café racer silhouette

– Xenophya Design, UK

ON THE ROYAL ENFIELD CONTINENTAL GT

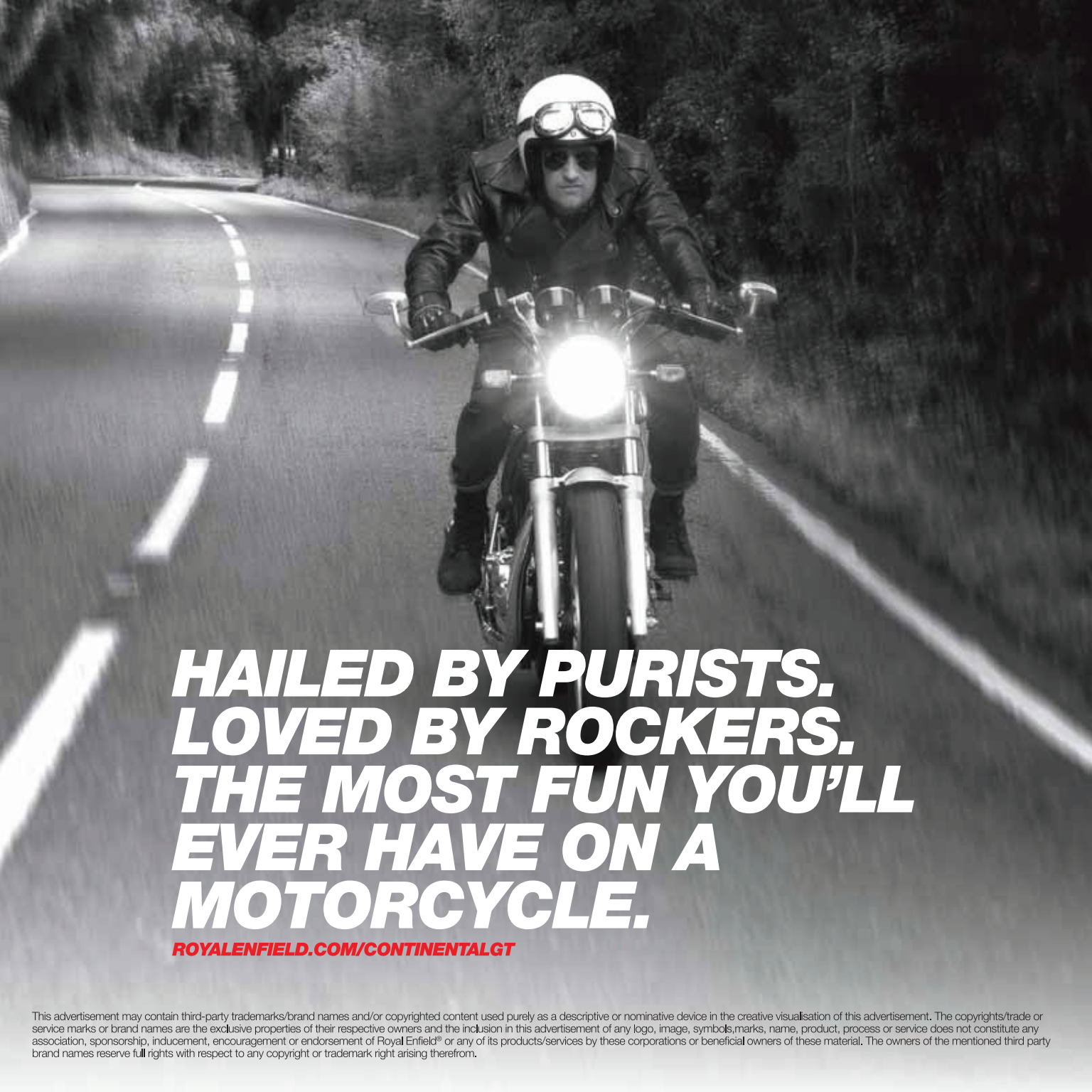
**ENGINE FUEL-INJECTED 535CC,
BUILT FOR BURN-UPS
TYRES SPORTY, PIRELLI
HANDLEBARS OLD SCHOOL,
CLIP-ON
FOOT RESTS, CONTROLS
STRUCTURED FOR A
TUCKED-IN, MORE
AERODYNAMIC RIDING
POSITION
FUEL TANK CLASSIC CAFÉ
RACER STYLING, RECESSED
FOR A RIDER'S KNEES
SEAT BUMP-STOP**

MORE AT ROYALENFIELD.COM/CONTINENTALGT





**EVERY NEW
ROYAL ENFIELD
CONTINENTAL GT
STARTS ITS
JOURNEY AT
OUR SHINY NEW
FACILITY IN
MADRAS, INDIA.**



**HAILED BY PURISTS.
LOVED BY ROCKERS.
THE MOST FUN YOU'LL
EVER HAVE ON A
MOTORCYCLE.**

ROYALENFIELD.COM/CONTINENTALGT

This advertisement may contain third-party trademarks/brand names and/or copyrighted content used purely as a descriptive or nominative device in the creative visualisation of this advertisement. The copyrights/trade or service marks or brand names are the exclusive properties of their respective owners and the inclusion in this advertisement of any logo, image, symbols, marks, name, product, process or service does not constitute any association, sponsorship, inducement, encouragement or endorsement of Royal Enfield® or any of its products/services by these corporations or beneficial owners of these material. The owners of the mentioned third party brand names reserve full rights with respect to any copyright or trademark right arising therefrom.

Find your café. We've built a racer.



Find your café. We've built a racer.



Find your café. We've built a racer.



Find your café. We've built a racer-

