

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 Caffe
Between Ton-ups

BEBOPALULA, BABY

SUMMERTIME BLUES / BOBBY 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

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LEWIS LEATHERS GOES THE DISTANCE. GET THE JACKET.

YOU LOOKIN' AT ME?

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

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"Britain's fastest 250"
Motor Cycle News

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

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ROYAL ENFIELD

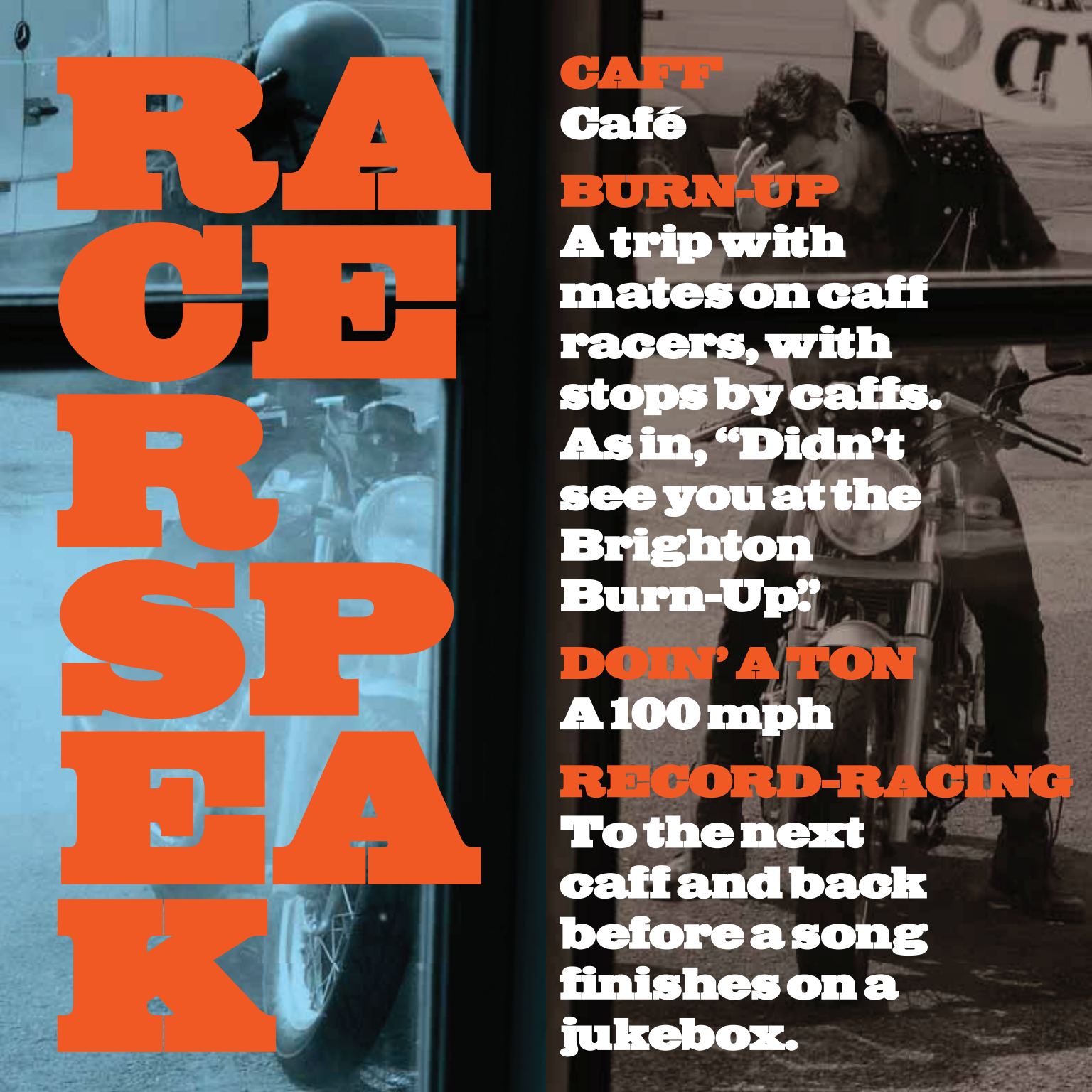
BURN-UP BOOK

Continental



A rider wearing a white helmet and dark jacket is riding a red Royal Enfield Continental GT motorcycle on a road. The motorcycle has a prominent red fuel tank with 'ROYAL ENFIELD' branding. The background is a blurred green forest, suggesting motion. The text is overlaid in white on the left side of the image.

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RACE CAFE RESPEAK

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DOIN’ A TON
A 100 mph

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

CAFE LONDON

ACE CAFE LONDON

CASH

ROYAL ENFIELD

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Between Ton-ups**

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BE BOP A LULA / GENE VINCENT

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"Britain's fastest 250"

Motor Cycle News No

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Find your café. We've built a racer.



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ROYAL ENFIELD
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