

Royal Enfield launches Thunderbird X A new custom-inspired motorcycle for urban explorers

- ***Built to resonate with individualistic, bold, urban riders***
- ***Factory-built custom look with a blacked out theme and a host of new features for a contemporary appeal***
- ***Bookings open on February 28, 2018 at Royal Enfield stores across major cities***

New Delhi, India, February 28, 2017: Royal Enfield, the global leader in mid-size motorcycles, today introduced the **Thunderbird X - a new factory-built, custom look motorcycle**. Continuing the legacy of Thunderbird – India’s first definitive highway cruiser – the Thunderbird X will further advance the youthful character and the story of self-expression that the Thunderbird has come to define. Bringing in a contemporary, custom-inspired urban expression with an all blacked out theme and vibrant colours, the **Thunderbird X** is bolder, and will sport four new colours – **Getaway Orange and Drifter Blue for the Thunderbird 500X and Whimsical White and Roving Red for the Thunderbird 350X**.

Launched in 2002, the Thunderbird has been the contemporary styled highway cruiser that has inspired generations of young explorers over the last 15 years. Celebrating this inspiration, and with a purpose to encourage self-expression among young urban explorers, the Thunderbird X is a bold new ‘twist’ to the Thunderbird and a fresh new take on ‘custom-cool’.

Introducing the Thunderbird X, **Mr. Rudratej (Rudy) Singh, President, Royal Enfield**, said, “The Thunderbird X is a custom inspired Royal Enfield, that takes inspiration from our Thunderbird community. Our riders have been customizing Royal Enfield motorcycles and the Thunderbird for decades. We took that inspiration and have created an evocative, engaging, yet fun to ride factory-built custom-look motorcycle that will offer great scope for further customization and will appeal to new-age urban explorers. The two interpretations of Thunderbird and Thunderbird X will continue to strengthen our city and highway cruising proposition, and of nudging the youth to express themselves. Those who seek to make a bold, defining statement will certainly connect with the TBx.”

Speaking about the new motorcycle and its features, **Mr. Shaji Koshy, Head India+ Business**, said, “The Thunderbird X will create renewed excitement in the mid-sized motorcycle segment, bringing new people to experience Royal Enfield’s world of pure motorcycling. Thunderbird X will be available at Royal Enfield dealerships across all major cities. The Thunderbird 500X will be priced at Rs. 198,878 (ex-showroom Delhi) and the Thunderbird 350X will be priced at Rs. 156,849 (ex-showroom Delhi)”

Thunderbird X - Styling and Features

The Thunderbird X has been designed to resonate with the new-age motorcyclists’ sense of self-expression and individualism. Boasting a bold yet elegant design treatment with an overall blacked-out theme and contrasting bright-coloured tanks, the new Thunderbird X is ready to make a distinct statement on Indian roads.

The Thunderbird X comes with alloy wheels and tubeless tyres, a first for Royal Enfield, which give the motorcycle an attitude that sets it apart. The ‘gunslinger’ styled seat coupled with the new grab-rail and shortened rear mudguard creates custom style statement and gives a cleaner, less

cluttered look. The blacked-out theme is uniformly carried over to components like the silencer, front forks, side covers, headlamp cover, indicators and grab-rail. In high contrast, the vibrant colours of the tank are coordinated with other elements on the motorcycle, such as the stitching on the seat and rim-tapes on the wheels. This creates a strong and confident look. The new flat handlebar has been dropped to give a more aggressive, and leant-in riding attitude, and makes for a more committed riding stance. Disc brakes, both in front and rear, ensure adequate stopping power for safety and stability.

The Thunderbird X will be powered by Royal Enfield's Unit Construction Engine. The Thunderbird 500X is powered by a single cylinder, air cooled, 499cc engine fed by an electronic fuel injection system which produces maximum power of 27.2 bhp @ 5250 rpm and generates 41.3 Nm torque @ 4000 rpm. Thunderbird 350X on the other hand, comes with a single cylinder, air cooled, twinspark, 346cc engine which produces a maximum power of 19.8 bhp @ 5250 rpm and generates a maximum Torque of 28 Nm @ 4000 rpm.

Complementing the Thunderbird X motorcycles, Royal Enfield introduces a small Gear capsule celebrating the spirit of bold urban expressionists.

Along with the Thunderbird 500X and 350X, Royal Enfield's popular highway cruiser - Thunderbird will also continue to be retailed.

About Royal Enfield:

The oldest motorcycle brand in continuous production, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-sized motorcycle segment in India with its unique and distinctive modern classic bikes. With its new manufacturing base in Chennai, India, Royal Enfield is able to grow its production rapidly against a surge in demand for its motorcycles. With more than 50% growth every year for the last 5 years, Royal Enfield is fast becoming a very important player in the global mid-size motorcycle market and is working towards re-inventing this space with motorcycles that are evocative and engaging and great fun to ride.

Royal Enfield's product line-up in India includes the Bullet, Classic and Thunderbird models in 350 and 500cc displacement along with Continental GT 535cc café racer and the purpose-built Himalayan powered by the new LS410 engine. Royal Enfield operates through 17 company-operated stores and 705+ dealers in all major cities and towns in India, and exports to over 50 countries across the world including the USA, UK, several European and Latin American countries, as well as the Middle East and South-East Asia.

Royal Enfield also organizes and supports many motorcycling events and rides globally, more prominently the Rider Mania – an annual gathering of Royal Enfield riders from all over the world to the lovely beaches of Goa, and the Himalayan Odyssey, the most arduous motorcycle ride over some of the toughest roads and highest mountain passes in the Himalayas. Royal Enfield also conducts the popular 'One Ride' where people around the world ride out on their motorcycles on the first Sunday of April.

For more information on Thunderbird X - <https://royalenfield.com/motorcycles/thunderbird-x>

To know more about Royal Enfield, the motorcycles, marquee rides and other initiatives, visit: <http://royalenfield.com>

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