

ROYAL ENFIELD

CRUISER CHRONICLES



METEOR
350

CRUISE EASY

Read all about Royal
Enfield's legacy of Easy
Cruising motorcycles.

Volume 1

2021

EDITORIAL

We at Royal Enfield, have always endeavored to deliver an unadulterated and tactile experience of riding through our motorcycles and the lifestyle around them. Our focus has always been on enabling and supporting what we term as 'Pure Motorcycling' and keeping that in mind we bring to you this newsletter series that broadly illustrates our love for exploration and adventure. The first volume talks about the legacy of the Easy Cruisers from Royal Enfield.





Pure motorcycling is a way of life that defines many people - riders, explorers, wanderers and it is this way of life that forms the basis for our conviction. It is something that can only be experienced by means of a hands-on, involved, and unhurried experience on the motorcycle. Be it riding around town, spending minutes to get that perfect thump, or cruising easily on country roads absorbing the scenery that slowly drifts past as man, machine and terrain seem to embody pure motorcycling itself.

Royal Enfield has always stood for simple and unhurried pleasures of riding, exploring, absorbing, and expressing. Through these newsletters, we would also bring to you stories of authentic and transforming adventures of a few free thinkers. The adventures that they have had while indulging in their creative pursuits or while riding with us on some of our rides promise to give you an insight into what they have experienced and what we would like to bring to you.

Read On!!



The legacy of

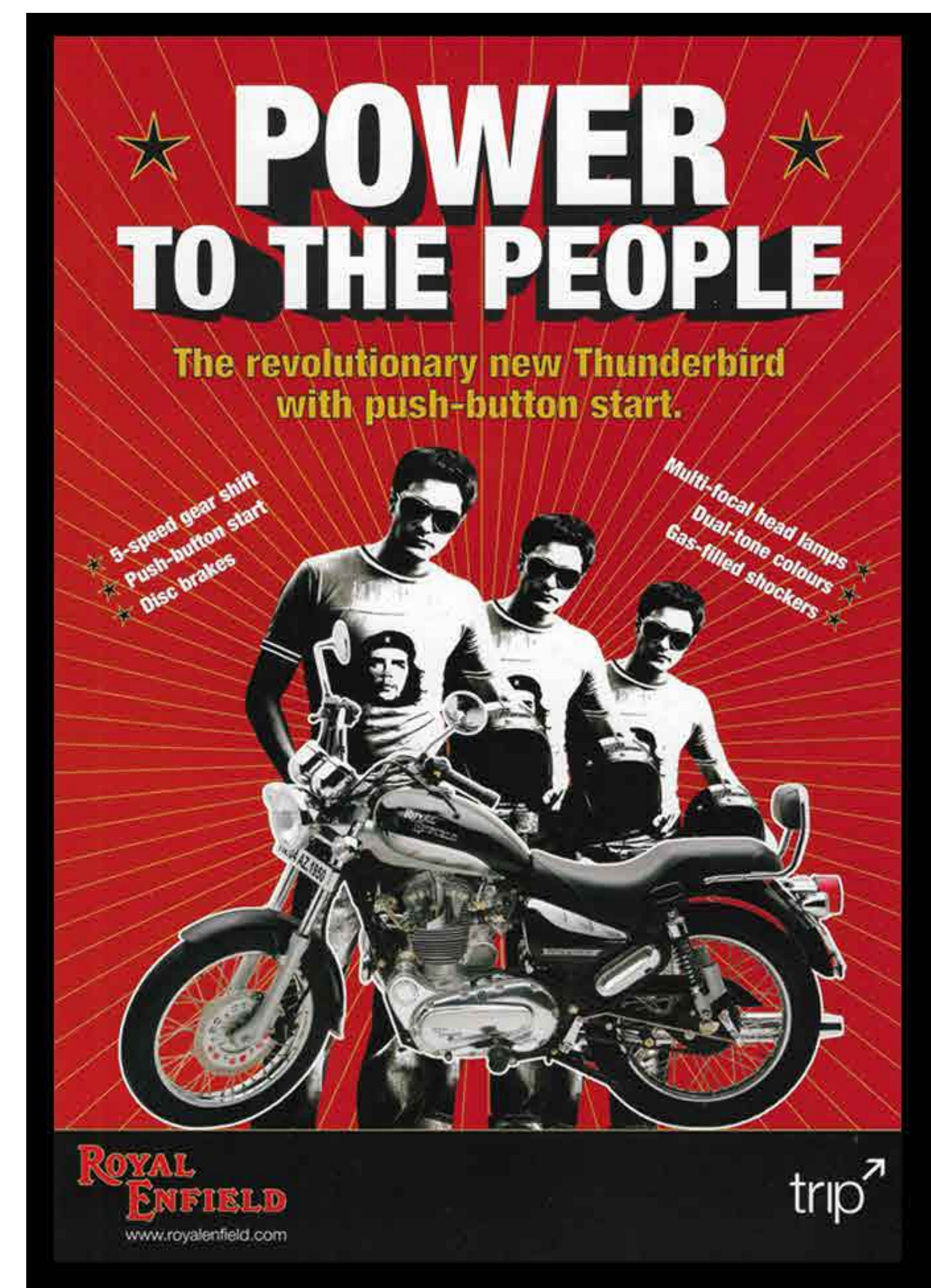
EASY CRUISERS

Royal Enfield has always been a pioneer of the motorcycling way of life, with a pure and unhurried riding experience at its core.

Over decades, we have seen generations of riders who have brought a sharper definition to this through their indulgences while astride their Royal Enfield motorcycles; the motorcycles that have firmly stayed resilient through times and travels and have faithfully partnered these riders on all their journeys.

We have had a rich history of long-distance riding dotted with the epic journeys of riders like Winifred Wells, Subhash Sharma, Gordon May, Gaurav Jani to Abijith Rao; Men and Women who have traversed across vast expanses of land, and continents cruising on their Royal Enfield motorcycles.

Easy Cruising as a segment has however been coined in recent times with Highways and Roads being built better and, long distance Motorcycle-borne travelers now being seen much more frequently on these roads.



Royal Enfield
TIMELINE OF CRUISERS

LIGHTNING
535
19
97



20
02
THUNDERBIRD
350
AVL

THUNDERBIRD
TWINSPARK
20
08



20
12
THUNDERBIRD
350/
500

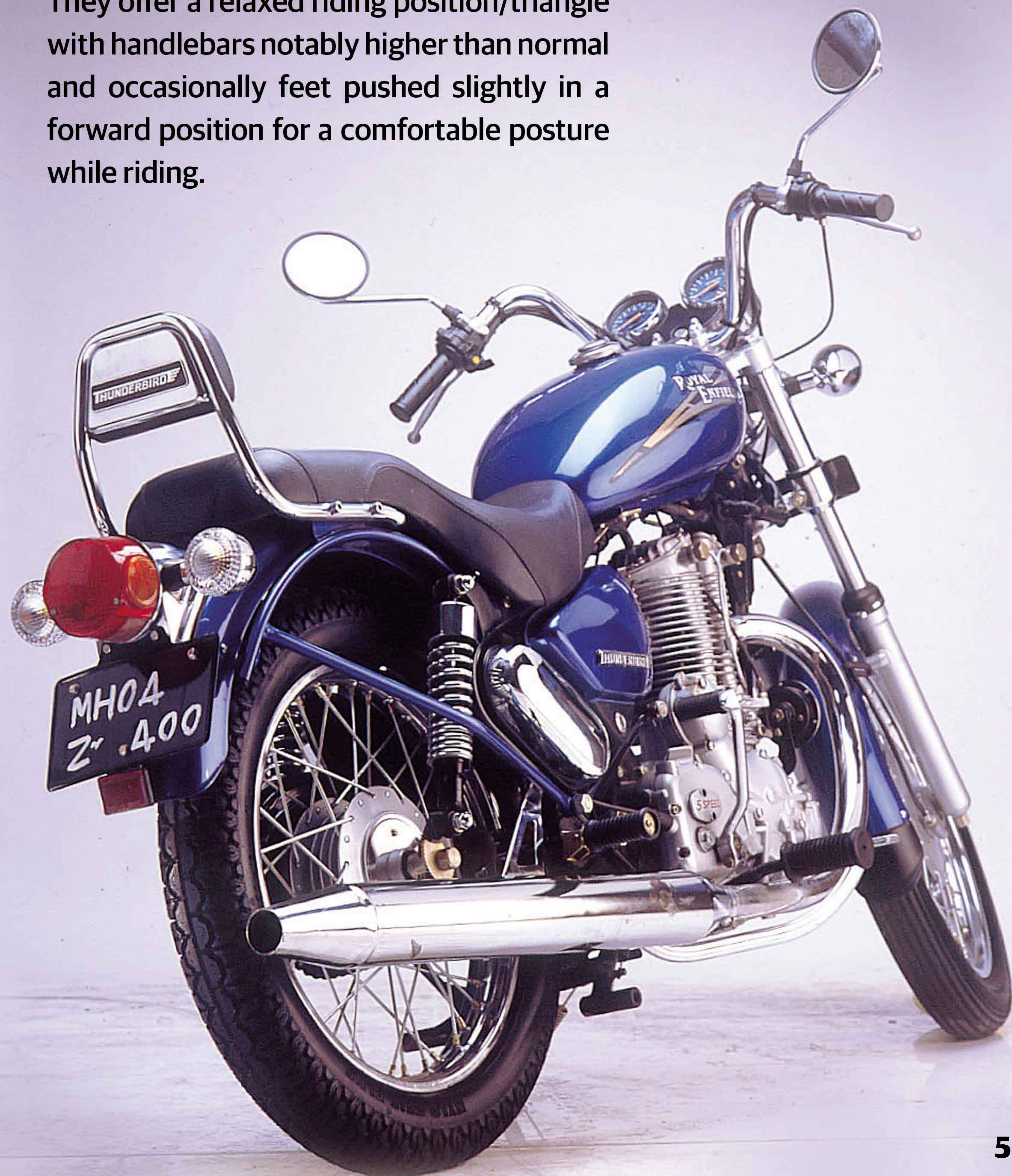
THUNDERBIRD
X350/
500
20
18



20
20
METEOR
350

The Easy Cruisers can broadly be defined as motorcycles with a laid-back riding stance best suited for long distance leisure riding across open highways.

They offer a relaxed riding position/triangle with handlebars notably higher than normal and occasionally feet pushed slightly in a forward position for a comfortable posture while riding.



ROYAL ENFIELD
Lightning 500



SET THE EARTH ON FIRE

The first appearance of a Royal Enfield Cruiser was way back in the mid 1990's when the 500cc/535cc Citybike/Lightning was unveiled as a fresh design at the Auto Expo in New Delhi. This machine immediately caught the fancy of motorcycle riders and enthusiasts even before getting into full-fledged production.

LIGHTNING
535



SET THE EARTH ON FIRE

The strikingly attractive 2-tone paint scheme and the 'stepped' bucket seat with a pillion backrest created a noticeably distinct look and ergonomics to lure riders. The machine however stayed true to the Royal Enfield DNA of having a 4-speed gearbox operated via a gear lever located on the right hand side (alongside the legendary neutral finder).





The adoption of the more acceptable layout of the gear shifter on the left side and brake on the right appeared on the 5-speed gearbox which saw itself in a similar cruiser concept named the LA-350 showcased at the Auto Expo 2000 in New Delhi.



Two years later, this metamorphosed itself in the form of a motorcycle designed for comfortable cruising, and the perfect ally for long-distance touring (owing to stance, ride, and handling, etc) and sported the name Thunderbird 350. The Thunderbird 350 with the AVL engine was instrumental in triggering the famous 'Leave Home' phenomenon encouraging people to venture out into unexplored territory beyond the realms of their familiar surroundings, comfortably with ease.





The Thunderbird Twinspark was launched in 2008 with an all-new Unit Construction engine (UCE), and added to this growing tribe with more and more people adopting this machine as their trusted companion on their journeys of discovery. It was at this time when an experimental phase was sparked by Artists, Musicians, and people with a creative bent of mind devising newer methods of expressing their ideas and thoughts fuelled by the sparks that hit them while riding around on their Thunderbirds. The production run of the TBTS as it was called ran till the end of 2012.



The fuel-injected 500cc engine saw the all-new Thunderbird come of age in 2012 as it established itself as the quintessential steed of many adventurers. These riders now only saw Infinite Horizons while embarking on a trip owing to the new 20 Litre fuel tank introduced. This new Thunderbird saw a blacked-out engine and the inclusion of an all-new Matt Black finish for the first time on any Royal Enfield motorcycle. The new Thunderbird also had the trusted 350cc engine in its blacked-out avatar and a few unique metallic colours.





A new cruiser for urban explorers followed suit in the form of the new Thunderbird X popularly known as the TBX. Built to resonate with individualistic, bold, urban riders this machine sported a factory-built custom-inspired look coupled with the familiar a blacked-out theme on the engine. This machine sported a youthful character and reflected Royal Enfield's story of self-expression.



Bringing in a contemporary urban expression with vibrant colours, the TBX 350 came in 2 bold colours - Whimsical White and Roving Red while the bigger TBX 500 came in Getaway Orange and Drifter Blue. All 4 motorcycles came with the new gunslinger seat with colour-coded stitching and had colour-coded reflective strips on the alloy wheels.



In the year 2020, Royal Enfield took the pursuit of pure motorcycling further, and introduced a new generation of cruisers which was designed from the ground up starting with the all new Easy Cruiser, The Meteor 350.

The new Meteor 350 comes as an easy-to-use motorcycle (in all conditions) designed for being practical in city traffic as well as open highways and brings a lot to the table. Find out more about this motorcycle and the story behind its development in the next edition of the 'Meteor Chronicles'. Until then Cruise Easy !!



METEOR 350

CRUISE EASY





**#MissOut
OnNothing**