

ROYAL ENFIELD

**The
Timeless Classic**

A decade and beyond



Volume 2

The

P I O N E E R S

The first five : The Classic in its 500cc avatar was first showcased at Intermot in Germany in 2008 and subsequently went on sale in the UK and Europe after that. This motorcycle globally debuted with three colour variants, namely Teal Green (the flagship colour), Royal Maroon and Black. Extensive care was taken in developing the colour shades, so that they strongly resonated with the postwar era colour schemes.



The Battle Green variant sported a matt olive green paint finish, reminiscent of the wartime motorcycles. This was created specifically for international markets and featured decals that were inspired by the World War-II era decals on military motorcycles.



For the Indian market, a 350 cc variant with an exclusive Silver colour (alongside Maroon and Black) was introduced.

These were the pioneers, the first five Classics which saw the light of day. Amongst them the Teal Green held on to its flagship position for quite some time.



SELFISM

One look, and you can't take your eyes off the machine which re-defined 'leisure motorcycling' for over a century. Based on the demand for a new look in motorcycle design, Royal Enfield created the Classic, imbued with 'Selfism', because "the relationship between an individual and his machine is a personal, spiritual one."





SELFISM IS DIGNITY.

SELFISM IS SELF-RELIANCE.

SELFISM IS INDEPENDENCE.

SELFISM IS NOT ARROGANT.

SELFISM IS INDIVIDUALISM.

SELFISM IS NOT ANTI-SOCIAL.

SELFISM CAN CHANGE THE WORLD.

SELFISM IS THE POWER OF SELF-RELIEF.

SELFISM ONLY LISTENS TO THE SOUND OF ITS OWN VOICE.

ROYAL ENFIELD

is selfism



SUN AND SAND



Two new 500cc motorcycles were introduced in 2011, adding panache with their distinctive styling and drop dead gorgeous looks and with performance to match.

The Classic Chrome followed the design philosophy of showing metal as metal, retaining the authentic post-war styling with chrome tanks, wide mudguards and an oval tool box, all adorned with oodles of glorious chrome. The shiny metal finish was significantly accentuated by the artistic paintwork on the tank.



Royal Enfield enthusiasts have always been fascinated by the impeccable chrome finish on parts of the motorcycle and here was one with a very significant part of its finish gloriously dabbled in chrome. This was certainly one of the favourite trims of the Classic during its lifetime.



The Desert Storm ignited the pride and excitement of the battlefield in the hearts of its riders. It drew inspiration from the World WarII era with its bold sand colour scheme. The matt finish paint and prominent monogram on the tank along with the thigh pads portrayed the grit and glory of a seasoned veteran and appealed to a section of riders who were drawn to the rugged and raw appeal.



In what was a unique launch event, these motorcycles were unveiled amongst the sand dunes near Jaisalmer, adding to their aura and earning them a place in the hearts of enthusiasts.



PURE MOTORCYCLING

