

ROYAL ENFIELD

The
Timeless Classic

A decade and beyond



Volume 6

The

FINAL FRONTIER

A close-up, low-angle shot of a motorcycle's fuel tank. The tank is black with a prominent gold-colored logo that reads "ROYAL ENFIELD" in a stylized, serif font. The logo is set within a gold-colored, rounded rectangular border. The background is dark and out of focus, showing parts of the motorcycle's engine and other components. The lighting is dramatic, highlighting the metallic sheen of the logo and the texture of the tank.

**ROYAL
ENFIELD**

Marking the end of the road for the 500cc single-cylinder, long-stroke, Unit Construction Engine motorcycles in India, Royal Enfield, in January 2020 announced an end-of-production, special series machine - Classic 500 Tribute Black Limited Edition.

These motorcycles were to be the the last in India to carry the iconic 500cc single-cylinder UCE and were made in an exclusively limited production run. Each motorcycle carried a hallmark commemorative 'End of Build' serial numbered plaque, making it unique and very special to its owner.





The Classic 500 Tribute Black BS IV came factory fitted with a pair of premium leather touring seats to add to the aesthetic exclusivity of this end of build special.





The Royal Enfield Classic 500 Tribute Black Limited Edition motorcycles bore the distinguished and iconic pin-stripes just like the first Classic 500s that were rolled out of the Royal Enfield Thiruvottiyur facility in 2008/9.



For the first time, Royal Enfield sported such a dual tone paint scheme on its motorcycle with the tank and fenders carrying glossy black and matt black finishes. This unique all-black-livery in dual-tone shade added an exquisite touch to the timeless aesthetics of the motorcycle.

MODERN TIMES

The Introduction of new regulatory norms around motorcycle safety in 2019 saw the implementation of Anti-Lock Braking System (ABS) being made mandatory across select motorcycle segments. This new rule applied to the entire range of motorcycles at Royal Enfield with this feature appearing as a standard one.





The range saw a new variant in the form of the Classic S, a base-level model with a simplified tank monogram and single channel ABS available as a standard safety feature. A choice of 2 basic flat colours, Black and Silver gave options to people who picked up this motorcycle.



Classic

TIMELESS DESIGN AND DEPENDABILITY



The year 2020 also saw the implementation of new emission norms, thus leading to the launch of the new BS-6 compliant Royal Enfield Classic 350. This was the first motorcycle based on the popular Unit Construction Engine (UCE) platform to transition to these new regulatory emission norms.



The new Classic 350 dual channel ABS variants were introduced with two refreshed colourways - Stealth Black and Chrome Black - alongside the Signals Airborne Blue, Signals Stormrider Sand, Gunmetal Grey and Classic Black.



The Royal Enfield Classic 350 now came equipped with an Electronic Fuel Injection system (EFI) for the UCE power plant which further helped in improving the refinement, driveability and consistent cold startability ensuring a smooth power delivery without any fluctuation in all conditions.



The Stealth Black and Gunmetal Grey Classic 350s were now offered with alloy wheels and tubeless tyres as standard. This new range also came with a three year warranty, along with three years of Roadside Assistance to keep up with the changing demands.



In November 2020, two new variants were added to the top line up of the Classic, sporting two new evocative colourways. Both these motorcycles, namely the Orange Ember and Metallo Silver, came with alloy wheels shod with tubeless tyres and a host of modern technological features besides the unique dual colours.





The Classic 350 was now also available on the Royal Enfield Make It Yours - MiY - configurator platform. Customers could now customize and accessorize their motorcycles through the MIY initiative available on all channels and dealerships as well as the Royal Enfield website and app. Enabled via the website and app as an engaging and unique 3D configurator, Make It Yours revolutionised the way people personalised their motorcycles while purchasing.



PURE MOTORCYCLING

