

## Royal Enfield #ArtOfMotorcycling season 3 concludes with a stellar response from across the country!

- With more than 54,000 registrations, the third season of the #ArtOfMotorcycling saw a 3.5x increase in participation over the previous season
- The brand installed augmented reality-powered murals as part of its Art on Street Initiative in Delhi, Chennai and Mumbai, creating experiences that surpass the usual manufacture and retail mould, to the larger community

**New Delhi, 25 April 2023:** Royal Enfield, the world's oldest motorcycle brand in continuous production, concluded the third edition of its community led campaign #ArtOfMotorcycling, bringing together artists from various crafts and agencies under one umbrella to share their common love for motorcycling. Welcoming a record number of 54,000+ registrations, the campaign witnessed 70% participation from Tier 2 and 3 cities and 90% participation from outside of Royal Enfield's riding community, resulting in a remarkable response.

Throughout the past few weeks, artists, budding creators, students and motorcycling enthusiasts have contributed unique illustrations to this campaign. With an intent to take the love of motorcycling to the larger community, the campaign provided a platform for the artists to share inspiring stories in the form of art. Furthering its exploration and motorcycling ethos, the brand created augmented reality-powered murals as part of its Art on Street Initiative, painted across popular art districts of Mumbai, Delhi, Chennai, and extended to Tier 2 cities.

*"The Art Of Motorcycling was designed to be a platform for artists and motorcycling enthusiasts. Three seasons down, it has evolved into a tremendous showcase of creative energy. This season has seen a record number of registrations and entries received, which indicates the huge future potential of this program. Royal Enfield has always been a canvas for self-expression, and The Art of Motorcycling is a great example of this community-driven phenomenon."* said **Mohit Dhar Jayal, Chief Brand Officer at Royal Enfield.**

The winners were hand-picked by our renowned jury members - popular artist and typographer **Hanif Kureshi**; a multidisciplinary autodidact visual artist **Santanu Hazarika**; and design stalwart, sculptor and Head of Industrial Design at Royal Enfield, **S. Sivakumar**.

This year's winning designs are:



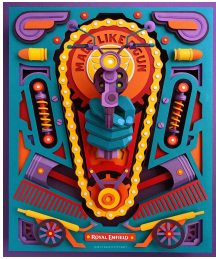
**1st Winner** | [Omkar Patil](#) | **Location:** Mumbai

Inspired by the beauty and strength of the Indian woman, the illustration hopes to encourage women to embrace their unique qualities and pursue their passion with confidence.



**2nd Winner** | [Mohammed Arbaz](#) | **Location:** Bengaluru, Karnataka

Inspired by the beauty of nature, the artwork showcases the journey of a person finding their own path.



**3rd Winner** | [Sarvesh Ravindra Keer](#) | **Location:** Mumbai

Inspired by the iconic sound of Royal Enfield's exhaust and its 'Made like a Gun' motto, the artwork captures the true essence of the brand.



**4th Winner** | [Prem Ahire](#) | **Location:** Pune

Drawing inspiration from the freedom and sense of adventure that comes along with the joy of riding a motorcycle, the artwork is rooted in the power of discovery and creating your own path.



**5th Winner** | [Kishore Kumar K](#) | **Location:** Chennai

Drawing inspiration from the concept of the multiverse, the artwork illustrates the creator's love for motorcycling in a different universe.

Each of the top 5 winners will be awarded 1.5 Lacs each, with their artworks getting featured on Royal Enfield apparel and converted into NFTs. Two of the top 5 winners will also intern with Royal Enfield's design team. Chosen through a poll conducted on the brand's Instagram page, [@royalenfield](#), [Kayrunesh Singh](#) has won the rider's choice award.

Following the huge success of season 3, Royal Enfield promises to bring something even bigger and better next year. The brand aims to take the campaign global, bringing together artists, students and creators from top international schools, providing them with a platform to showcase their work globally and a chance to learn from world renowned Jury members. Until then, keep an eye out for the products with the winning designs on the [Royal Enfield apparel](#).

###

### **About the Art of Motorcycling:**

The Art of motorcycling is about the expression of the journeys we take and the memories we create on and off the saddle. While some have expressed this spirit by painting the tank of their machine or building their ride from scratch, others might just love the feel of a bare canvas to illustrate their adventures. The Art of Motorcycling has been conceptualised to provide creators with a platform to express their love for "the motorcycling way of life". As an iconic brand, Royal Enfield wanted to reach out to a larger audience and also give them a canvas for self-expression. It is aimed at providing a platform to encourage the community to express themselves freely, follow their passion for riding and for the uninitiated, take a step ahead in their journey of exploration and self-expression.

Engaging with artists over the years, Royal Enfield has fostered the creative spirits of the community and supported art projects, celebrating the ethos of exploration through a creative lens. Some of the

past initiatives were Chifumi's Art Tour 2016, Ronny Sen's Highway Star 2017, Tank Project 2017, projects at Wheels & Waves 2017, Aid of Asia's endangered elephants 2018 and many more.

**Link for the Website:** <https://store.royalenfield.com/art>

### **About Royal Enfield Apparel:**

Started in 2014, the Royal Enfield Apparel division was conceived with a single aim - to create an ecosystem around pure motorcycling and enhance the motorcycling experience. Safety is the prime consideration for Apparel, with three important parameters - protection, comfort, and style. It strengthens the Pure Motorcycling way of life and allows emerging aspirants and existing loyalists to express themselves with the brand in numerous new ways. Relevance and being accessible for the end-user are the other key attributes that Royal Enfield considers. Our apparel range consists of lifestyle apparel and protective gear.

### **About Royal Enfield:**

The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Royal Enfields are engaging, uncomplicated, accessible, and fun to ride; a vehicle for exploration and self-expression. It's an approach the brand calls Pure Motorcycling.

Royal Enfield's premium line-up includes the stylish Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - New Super Meteor 650, Interceptor 650 and Continental GT 650. The adventure motorcycles - Himalayan adventure tourer and the Scram 411 ADV Crossover, and the iconic Bullet 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Rider Mania, an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and Himalayan Odyssey, a yearly pilgrimage over some of the toughest terrain and highest mountain passes.

A division of Eicher Motors Limited, Royal Enfield operates through more than 2100 stores across all major cities and towns in India and through nearly 850 stores in more than 60 countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has four modern CKD assembly facilities in Brazil, Thailand, Argentina and Colombia. With more than 37% CAGR for the last 5 years and sales in international markets up 108% in 2021-22, Royal Enfield is the leader in the global mid-size motorcycle market.

For more information about Royal Enfield please visit: <https://www.royalenfield.com>

**For further information please contact:**

Divya Anand <[divyaanand@royalenfield.com](mailto:divyaanand@royalenfield.com)>