

**FAST-FORWARD. REWIND.**

## **ROYAL ENFIELD PRESENTS A BOLD NEW LINE-UP AT EICMA 2024**

- *Royal Enfield presents a formidable line-up of motorcycles for today and forever at the EICMA 2024 Motor Show | From sustainable mobility solutions in Electric Motorcycles, to a stellar line-up of new 650-Twin models inspired from more than 123 years of Pure Motorcycling legacy*
- *Introduces new EV brand, Flying Flea powered by Royal Enfield, and two new electric motorcycles, the Classic-styled Flying Flea C6 and Scrambler-styled Flying Flea S6*
- *Rewinds through legends and legacy to bring the new Classic 650 and the new Bear 650 | Both motorcycles launched at EICMA 2024 for Europe*
- *Showcases several special collaboration custom builds with Shotgun 650 x ICON, 'Always Something', and the Guerrilla 450 x El Solitario collab, 'Prometeo'*

**Milan, November 5, 2024:** As the curtains went up at the prestigious 2024 EICMA Motor Show in Milan, Italy,, Royal Enfield, global leader in the mid-size motorcycle segment (250 - 750cc) was getting ready to present to the world a host of new motorcycles. Rooted in its philosophy of Pure Motorcycling, Royal Enfield fast forwarded to the future to present what will be a new chapter in the brand's history with its electric motorcycle brand, Flying Flea, and the C6 and S6 electric motorcycle models, while also rewinding to bring some of its best 'hits' from the past with two striking new models on its 650 Twin platform - the Bear 650, and the Classic 650.

Commenting on the EICMA showcase, **Siddhartha Lal, Managing Director, Eicher Motors Ltd.** said, *"We've been driven by our mission of Pure Motorcycling, and this mission has driven us to explore, innovate and create newer expressions of motorcycling while turning a new leaf with every changing generation. Motivated by this mission, Royal Enfield has a strong line-up of motorcycles across 4 platforms, and 14 models. Today we use this motivation to once again turn a new leaf, and create something for the future, but inspired and designed by our past. The Flying Flea is our vision for Lifestyle Smart Mobility for the future, that is in line with our heritage, but built for the future seamlessly blending distinctive style with lightweight agility and advanced technology."*

Adding to that, **B. Govindarajan, CEO, Royal Enfield,** said *"EICMA 2024 marks a pivotal moment in Royal Enfield's storied past, ushering in a new chapter in our history. Our diverse lineup features our first electric motorcycles, and also adds more elegance and style to our 650 Twin models category with the Bear 650 and the Classic 650. While the Bear 650 combines authentic heritage scrambler styling, raw spirit with versatility and agility, the Classic 650 Twin brings together the iconic design elements that Royal Enfield is renowned for, while infusing it with modernity and engineering precision."*

### **FLYING FLEA BY ROYAL ENFIELD ([LINK TO PRESS KIT](#))**

The Flying Flea, introduced in 1943, was a lightweight tactical motorcycle that transformed battlefield mobility, showcasing the brand's innovative spirit. Inspired by that spirit, and reimagining it for today and forever forward, Royal Enfield introduced the **Flying Flea**, its new electric motorcycle brand.

The journey towards Royal Enfield's electric revolution began with the Electric Himalayan Test Bed - showcased at EICMA 2023 - designed for the toughest terrains. This laid the groundwork for a new breed of motorcycles that blend modern technology with the brand's essence. Today, Royal Enfield continues this legacy with its electric vehicle brand, Flying Flea, and introduces two electric motorcycles, the **Classic-styled Flying Flea C6** and **Scrambler-styled Flying Flea S6**, combining rich heritage with modern tech for

effortless urban mobility. Equipped with seamless connected technology, these electric motorcycles embody the distinctive style of Royal Enfield.

## **CLASSIC 650 TWIN - Royal Enfield DNA served in a 'double measure' ([LINK TO PRESS KIT](#))**

The new **Classic 650** showcases the distinctive spirit of the Classic family, but serves it up in a *double measure*. Its stately, streamlined form is propelled by Royal Enfield's acclaimed 650 Twin engine, resulting in a ride that is both swift and graceful. While staying true to traits of the Classic family, the Classic 650 offers riders a powerful new blend of old-school aesthetics and effortless power delivery. Imposing to look at, but friendly to ride, this is unmistakably a Classic that stays pure to the core.

## **BEAR 650 - In Gut we trust. ([LINK TO PRESS KIT](#))**

The new **Royal Enfield Bear 650**, a stylish and versatile scrambler. Designed for riders who trust their instinct and stand out from the rest, the **Bear 650** is more than just a motorcycle - it is a journey, a statement, and a reminder to follow your gut. With its versatile capabilities, robust engineering, and distinct scrambler aesthetic, the **Bear 650** is poised to redefine the riding experience for '*scrambler-ers*' across the globe, inviting them to forge their own path, one ride at a time.

## **'ALWAYS SOMETHING' - Royal Enfield Shotgun 650 x ICON Motosport Drop ([LINK TO IMAGES](#))**

A rebellious spirit of custom culture gave birth to the 'Inspired by custom and built for custom' Shotgun 650. Taking the story forward, Royal Enfield commissioned a custom build on the Shotgun in collaboration with ICON One Thousand of Icon Motosport. And thus was born the 'Always Something', a bright, loud and low motorcycle that exudes power and speed. Inspired by this custom build, ICON and Royal Enfield have collaborated to build an exclusive, limited edition production drop model, that refines these elements to best fit the lines of the stock Shotgun 650. Limited to only 100 units globally, it will come loaded with a 3-tone colorway, race-inspired graphics and special parts to match custom build, including gold rims, blue shock springs, and a red seat; the special edition drop model is truly a collector's edition. Each motorcycle will come paired with an exclusive Slabtown Intercept RE jacket, made of mixed suede and textile, adding to the collector's appeal. Stay tuned for more updates on how you can be one of the owners for the limited edition unique motorcycle.

## **PROMETEO - Royal Enfield Guerrilla 450 x El Solitario**

Royal Enfield presents El Solitario Prometeo with Studio Waldemeyer at EICMA 2024, making a bold statement on the future of motorcycling. Inspired by the myth of Prometheus, Prometeo is a concept that symbolizes defiance in a world where freedom and personal autonomy is being sacrificed to algorithmic control, technological dominance, autonomous vehicles and virtual experiences. Motorcycle enthusiasts, freedom lovers, and those who still cherish the beautiful chaos of individuality will truly enjoy the Royal Enfield Prometeo. The custom artwork is a powerful commentary presenting a future of motorcycling in a world of increasing conformity and oppression of the motorcycling way of life.

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## **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 newly introduced electric vehicle brand, Flying Flea - the Classic-styled Flying

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Flea C6 and Scrambler-styled Flying Flea S6, Bear 650, Classic 650, Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and Classic 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously 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 2000 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 six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.

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