

STREET BRED. MUSCLE FED.

GUERRILLA 450 - ROYAL ENFIELD'S ULTIMATE STREET MACHINE - DONS SOLID NEW COLOURS

- *Guerrilla 450 gets an all-new 'Peix Bronze' colourway in Dash variant; Dash trim also gets 'Smoke Silver' colourway on popular demand*
- *The muscular roadster showcased its capabilities and versatility through specially curated drag and drift experiences at the recently concluded Generation Speed 2025*
- *Bookings for the new colourways begin today; test ride and retails to commence on March 10, 2025*



India, February 24, 2025 - Royal Enfield showcased exciting new upgrades on the Guerrilla 450 in an action-packed weekend of drift and drags, at Generation Speed 2025. Designed to match the unpredictability of the streets, the quintessential muscular roadster now dons a new, solid 'Peix Bronze' colourway in Dash variant. Earlier showcased at Motoverse 2024, the new matte shade with white highlights enhances the muscular appeal of this urban roadster, perfectly complementing the black alloy wheels, fork tubes, gaiters, and headlamp casing.

Additionally, the popular 'Smoke Silver' colorway has been added to the Dash variant that features upgraded TFT Tripper Dash as standard feature and priced at INR 2,49,000. Tripper Dash is Royal Enfield's indigenously-developed, full-feature TFT display that helps riders access navigation and important ride

related information at the touch of a button/ via a smartphone app. Bookings for the new colourways begin today, with test ride and retails starting on March 10, 2025.

A first-of-its-kind Drift and Drag experience showcased Guerrilla's versatility at Generation Speed 2025 - a perfect platform to spotlight the updated colour and features. The Drift stunt show displayed the full potential and capabilities of the Guerrilla 450 while the clinic and tryouts offered riders an opportunity to enhance their skills on the motorcycle in a controlled environment. Participants also got the opportunity to flex the Guerrilla 450's muscles and unleash its full potential in the adrenaline-fuelled drag race.

Powered by the advanced 452cc single-cylinder liquid-cooled Sherpa engine, the Guerrilla 450 is engineered for an eager and spirited performance. It offers power on demand matching the unpredictability of the streets. With its muscular design, commanding road presence and premium build quality, the Guerrilla 450 challenges the conventions bringing a fresh approach to the performance roadster segment.

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 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 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan 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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