

## REVS, RHYTHMS, AND THE OPEN ROAD

### ROYAL ENFIELD MOTOVERSE 2024 WRAPS UP AN EPIC WEEKEND AT GOA

- *Launched the Goan Classic 350, a tribute to 70's free-spirited Goa culture, and showcased the Scram 440, a versatile ADV crossover*
- *Pumped up the adrenaline with the new and exciting FT450, a Flat-Track motorcycle based on the Guerrilla 450, and kicked off the Slide School Cup in India*
- *From MotoShop to MotoSonic the spirit of moto culture echoed through every corner of Motoverse 2024*

**National, November 25, 2024:** Fueling the spirit of adventure and camaraderie since 2011, Royal Enfield's Motoverse 2024, comes to a close, welcoming nearly 10,000 attendees, and motorcyclists from across the world.

Motoverse 2024 kicked off with an impressive lineup of debuts and experiences and leading the excitement was the launch of the [Goan Classic 350](#), a bobber-inspired motorcycle celebrating Goa's legendary '70s and '80s moto culture. The festival also unveiled a collaboration with Rafu'D, showcasing boho-inspired apparel perfect for the open road. This was followed by a surprise unveiling of the [Scram 440](#), a versatile motorcycle designed to tackle city and weekend trails. Featuring switchable ABS, LED headlamps, a 6-speed gearbox, dual-purpose tyres, and long-travel suspension, it seamlessly combines rugged capability with modern upgrades. Stealing attention on the flat track was the **FT450** which kickstarted the motorsport events and made a dynamic entry. Built on the Guerilla platform, this lightweight machine enhances agility and performance and is crafted specifically for flat-track enthusiasts. A successor to the FT411, it now powers Royal Enfield's Slide School, challenging trained riders to elevate their racing prowess with every lap.

The pure sport arena at **MotoThrill** delivered the thrilling action it promises every year. The iconic **Maut Ka Kuan** (Well of Death) returned to captivate audiences, while riders took on the new Royal Enfield FT450 on the Flat Track. The event also introduced the **Slide School Cup** in India, building on its successful European debut and pushing grassroots Flat Track racing to new heights. Experiences like the **Slow Race**, **Carry Your Bike** and **Maze Chase** blended fierce competition with a dose of unadulterated fun, making it an epic celebration of motorsport culture.

The excitement extended beyond the track, with electrifying performances by artists including **Tech Panda x Kenzani**, **Rajakumari**, **Ritviz**, and **Raftaar**, who lit up the stage, cementing the undeniable synergy between music and motorcycling. Over at the **Spotify RADAR** stage, homegrown talents like **Gini** and **Zephyrtone** left everyone grooving to some of the freshest tunes.

Home to stories of grit, adventure and great feats, **MotoReel** kept attendees engaged with talks by exceptional personalities like **Dave & Laura Chamberlain**, who took audiences on a recap of their journey through more than 55 countries; **Karthik Tupili**, a Guinness World Record holder for the longest motorcycle journey in a single country; and **Major Vivek Jacob & Col Kaushal Kashyap** on their time with the Indian special forces.

**MotoVille** also hosted engaging workshops led by some of the biggest names in the motorcycle industry. The **Art of Motorcycling** arena dazzled visitors with artworks from over 12 countries exploring the relationship between mankind, technology and the unyielding pursuit of freedom on two wheels. Motoverse also introduced its own **Motobrew**, a crisp lager crafted with the Goa Brewing Company, made exclusively for Royal Enfield. Debuting at Motoverse, **Revv'ed Up Runway**—a Royal Enfield Apparel fashion show—showcased a vintage-inspired collection.

Motoverse 2024 drew to an electrifying close after three action-packed days with incredible love from the motorcycling community and Royal Enfield enthusiasts. With an epic lineup of events across the board, there was something for everyone, making it a haven for riders and non-riders.

#Motoverse2024 #IntoTheMotoverse

**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 Goan Classic 350, electric vehicle brand, Flying Flea - including the Classic-styled Flying Flea C6 and Scrambler-styled Flying Flea S6 - that recently showcased in Milan. It also includes the, 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, Classic 350 and the new 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.

For further information please contact: [corpcomm@royalenfield.com](mailto:corpcomm@royalenfield.com)