

ROYAL ENFIELD BULLET 350 NOW AVAILABLE WITH THE ICONIC HAND-PAINTED PINSTRIPES IN SILVER

- Royal Enfield introduces the Bullet 350 with a striking silver pinstripe in Military SilverBlack and Military SilverRed variants at an ex-showroom price of INR 1,79,000/-

Chennai, January 24th, 2024 - A true icon in the motorcycling world, the Royal Enfield Bullet 350 continues its storied heritage. Launched in September 2023 on Royal Enfield's super-smooth and globally awarded J-series engine, the new Bullet 350 now adds a new edition to its variants and colourways. The Bullet 350 will now feature distinctive hand-painted pinstripes in silver with the Military SilverBlack and Military SilverRed variants. Positioned between the Military and Standard models, the new variant enhances their appeal with striking hand-painted silver pinstripes adorning solid-coloured tanks.

The 2024 Bullet 350 will now be available in four distinct editions - Bullet Military, Bullet Military Silver, Bullet Standard and Bullet Black Gold all handcrafted with a premium finish that will delight. The new Military SilverBlack and Military SilverRed variant will come with single channel ABS, rear drum brake. The other variants and colourways will remain the same, with the Bullet Black Gold being top-of-the-line with a striking combination of matt and gloss black tank, copper and gold 3D badge, copper pinstriping and on-trend, blacked-out engine and components. The new Bullet Military SilverBlack and SilverRed will be available across all Royal Enfield stores starting today, at an ex-showroom price of INR 1,79,000/-

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 middleweight-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 Hunter 350 roadster, Meteor 350, Super Meteor 650 cruiser, and Shotgun 650, Interceptor 650 and Continental GT 650 twins, the all-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 known as 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 in India.

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 five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina and Colombia.

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