

ROYAL ENFIELD INTRODUCES THREE EXCITING NEW COLOURWAYS OF THE HIMALAYAN

- *Inspired by the Himalayas, 3 colorways - Glacier Blue, Sleet Black, and Dune Brown added to the existing range*
- *Bookings open for the 2022 Himalayan at all authorized Royal Enfield stores, starting - **INR. 2,15,900**, (ex-showroom Tamil Nadu), November 24, 2022 onwards*



[Link to images](#)

New Delhi, November 24, 2022: Royal Enfield, the global leader in the mid-size (250cc - 750cc) motorcycling segment, recently introduced three new distinctive, terrain-inspired colorways of the Himalayan along with a range of upgrades. The versatile adventure-touring motorcycle will now be available in **Glacier Blue, Sleet Black** and **Dune Brown**, in addition to the existing colorways Gravel Grey, Pine Green and Granite Black. Showcased at Rider Mania 2022, the new Himalayan will also feature a USB port and debossed logo on grill and side panels.

Commenting on the new colorways, **B Govindarajan, Chief Executive Officer, Royal Enfield** said *“The originally developed 2016 Royal Enfield Himalayan was a category-first, versatile and accessible motorcycle, which opened up a whole new category within global adventure touring. Since then, it has resonated exceptionally well with millions of adventure enthusiasts across the world and has successfully emerged as one of the most successful global nameplates from Royal Enfield. With the introduction of the new colorways inspired by the Himalayas and its decades of experience in the terrain, we are confident of continuing the Himalayan’s success and further fueling the adventure touring space.”*



An ode to Royal Enfield's experience of over 50 years of riding across the Himalayas, the three new colorways of the Himalayan are inspired by the exquisite terrains, vastness and the grandeur of the Himalayas. The Glacier Blue takes inspiration from the crystal clear glacial lakes that adorn the Himalayas, while the Dune Brown represents the cold Himalayan deserts of Hunder situated in Nubra Valley, Ladakh. Royal Enfield has also brought back the popular Sleet Black, which is inspired by the glistening razor-sharp sleet on rock surfaces.

The new motorcycles will be available for booking and test rides across all Royal Enfield stores in India starting at INR 2,15,900, (ex-showroom Tamil Nadu), November 24, 2022 onwards.

Inspired by the community and riding enthusiasts, the Himalayan since its inception in 2016, has consistently evolved with aesthetic as well as functional upgrades to enhance the overall ride experience, both on and off the road. With decades of expeditions and thousands of kilometers of traversing the most challenging terrain, the Royal Enfield Himalayan is the most versatile motorcycle, which can ride along on a journey to the toughest terrains everywhere.

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 recently launched, stylish new Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - Interceptor and Continental GT, 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 three modern CKD assembly facilities in 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
corpcomm@royalenfield.com