

Iconic Heritage Meets Handcrafted Excellence: Mark Your Calendars for The Return of Royal Enfield's Limited Edition 1:3 Scale Models

- Inspired by the iconic Classic 500, this collector's item celebrates Royal Enfield's rich heritage and legacy, embodying the timeless design and engineering that defines the brand

New Delhi, 14 October 2024: Royal Enfield, the global leader in the mid-size (250-750cc) motorcycle segment, returns with the limited edition of its 1:3 scale models. The limited quantities of these handcrafted pieces will be available for a flash sale on October 15, 2024 at 12:15 pm. Artfully crafted with 964 components resembling the motorcycle, these exclusive miniatures are the ultimate collector's item inspired from the Classic nameplate for passionate motorcyclists and Royal Enfield enthusiasts alike.

First introduced in 2022, these limited-edition models sold out in no time, captivating the hearts of collectors and motorcycle aficionados. In response to the community's unwavering passion for motorcycling, Royal Enfield is re-introducing the models. Available in seven striking color variants—Chrome Black, Maroon Chrome, Forest Green Chrome, Teal Green, Battle Green, Gun Grey, and Jet Black—this exclusive release pays homage to the engineering and design of Royal Enfield motorcycles, sure to evoke an emotion of pride for riders at heart.

Commenting on the launch, **Yadvinder Singh Guleria, Chief Commercial Officer, Royal Enfield**, stated, "The 1:3 scale models initially started as an internal passion project, with no commercial intent. What began as a homage to our love for motorcycling, has evolved into a one-of-a-kind offering and a collection item for those who truly appreciate Royal Enfield's storied heritage and legacy. On popular demand, we are happy to announce the re-introduction of these scaled models and honoring the spirit of pure motorcycling cherished by our community."

The 1:3 scale models are now available for booking at INR 94,990, showcasing an impeccable attention to detail across multiple moving parts. Crafted to near-perfection, each hand-built model weighs 8.5 kg and features wire-spoke wheels, a peashooter exhaust, and a rider-only seat with springs, using materials derived directly from the actual motorcycle. Measuring 780 mm in length, 380 mm in width, and 261 mm in height, these scale models represent the pinnacle of Royal Enfield's commitment to craftsmanship.

These limited-edition models are a prime example of how the brand remains deeply connected to its roots while offering unique, customized products to its global community. Each scale model - much like their full-sized counterparts - symbolizes Royal Enfield's profound bond with its passionate riders, reflecting the craftsmanship, spirit, and heritage that are the essence of the brand. Customers can register on the website <https://store.royalenfield.com/> to select their preferred color and complete the booking process by entering their address details.

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About Royal Enfield Apparel:

Started in 2014, the Royal Enfield Apparel division was conceived with a single aim - to create an ecosystem



around pure motorcycling and enhance the motorcycling experience. Safety is the prime consideration for Apparel, with three important parameters - protection, comfort, and style. It strengthens the Pure Motorcycling way of life and allows emerging aspirants and existing loyalists to express themselves with the brand in numerous new ways. Relevance and being accessible for the end-user are the other key attributes that Royal Enfield considers. Our apparel range consists of lifestyle apparel and protective gear.

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 all-new Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, 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 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 five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina, and Colombia.

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