

Born from Adventure, Tuned for Play

WITH ROYAL ENFIELD'S NEW SCRAM 440 - GAME ON!

- *The new Scram 440 is an ADV crossover engineered to have fun with Anything, Anytime, Anywhere, offering a heady mix of urban commuting and off-road capabilities.*
- *The motorcycle features a spirited long stroke 440cc Engine (LS 440) paired with a slick six-speed gearbox, tough Alloy Wheels with tubeless tyres, LED headlights and provision for a Top Box.*
- *The New Scram 440, with prices starting at INR 2,08,000 (ex-showroom, Chennai), comes with enhanced all-terrain capabilities, dual-purpose 19/17 tubeless tyres, switchable ABS, balanced ergonomics and a low seat height of 795 mm.*

Delhi, January 22, 2025: Royal Enfield today introduced its versatile new Scram 440, a crossover born from adventure and tuned for play. With prices starting at INR 2,08,000 (ex-showroom Chennai), the motorcycle is upgraded to a characterful long-stroke 443cc engine (LS 440), paired with a slick six-speed gearbox, tough Alloy Wheels with tubeless tyres, LED headlights and provision for a Top Box.

As a crossover with highly evolved adventure DNA, the Scram 440 is designed to perform both on city roads and beyond. Whether it's the urban maze or the most challenging terrains, this motorcycle is always ready to pull through.

Speaking about the motorcycle, **B Govindarajan, CEO, Royal Enfield**, said, *"The new Scram 440 is a crossover engineered to have fun with anything, anytime, anywhere. Our purpose with the Scram 440 is to give the community a motorcycle that stands true to its purpose; it is our 'take' on scramblers, blending legit functionality with playfulness and accessibility. The Scram 440 has been designed to meet the aspirations of our customers and now offers them even more value addition! It offers a mix of real-world off-road capabilities and accessibility for both everyday commuting and weekday hustles, and we are confident that this motorcycle will enable adventure and fun for a lot of riders!"*

The Scram 440 retains its utilitarian look, featuring a rugged build, minimal bodywork, and an elevated seat profile for a commanding ride position. The addition of advanced features ensures a blend of classic charm and modern-day convenience. **The upgraded 443cc engine, with the addition of the sixth gear, improved NVH** (Noise vibration and harshness) levels and scores of usable torque makes for an effortless and engaging ride. Its 25.4bhp and 34 Nm of performance is aimed at offering laid back riding with ample torque at all speeds.

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The motorcycle's tough alloy wheels with Dual Purpose 19/17 inch wheels provide confident handling on any terrain, letting the rider chart its own track (the motorcycle also comes with wire spoke tube wheels). **Additionally, the Scram 440 is equipped with** Switchable ABS for better confidence on low-traction surfaces, **and LED Headlamps ensuring better illumination.** With a **Low Seat Height of 795 mm**, and a **high 200-mm ground clearance**, the motorcycle provides greater ease on rough roads and mild trails. It also offers **10 kg of payload capacity** with the provision for a top box, for urban commutes and extended adventures.

Functional and extremely playful — the new Scram 440 will be available in **five colours** across **two variants** - **Trail** and **Force**. **Trail Blue** and **Trail Green** will come fitted with the tubed spoke wheels along with tube tyres, while the **Force Blue, Force Grey** and **Force Teal** will get the tubeless alloy wheels.

PRICE DETAILS:

Variant	Colourways	Price (ex-showroom Chennai)
Trail	Blue	INR 2,08,000/-
	Green	
Force	Blue	INR 2,15,000/-
	Grey	
	Teal	

#NewScram440 #TunedForPlay #RidePure #PureMotorcycling #RoyalEnfield

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 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.

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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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