

## Unveiled at Rider Mania 2022, The Limited Edition Classic Collectible is sold out!

- *Handcrafted with precision by using authentic parts that resemble the motorcycle components*
- *The 1:3 sized miniature is absolutely identical to the actual Classic 500 motorcycle, with multiple movable parts similar to its counterpart*
- *Priced at INR 67,990/-, the limited edition collectible got sold out in no time post the reveal at Rider Mania, 2022*

**Delhi, November xx, 2022:** The oldest motorcycle brand in continuous production, Royal Enfield, launched the Classic Collectible of its most iconic motorcycle, the Classic 500. First showcased and made available for bookings at Rider Mania 2022 in 8 different colors, the 1:3 sized miniature received overwhelming response and was made available on the Royal Enfield Apparel website, immediately after Rider Mania. Launched as a limited edition collection, the miniatures are already sold out.

Priced at Rs.67,990, the miniature's booking amount was for INR 2000, which gets adjusted to the final price of the scale model.

The Royal Enfield Classic 500 collectible is artfully handcrafted with pride, passion & perfection with every part being identical to the real motorcycle. The miniature has actual moving parts such as the moving throttle, a moving clutch unit, adjustable suspension, adjustable chain and a micro key to name a few. Built to perfection, the unique 1:3 ratio is a new era in Royal Enfield's legacy of handcrafted craftsmanship.

The miniature weighs approximately 8.5Kgs and measures 2.5 ft in length, 1.25 ft in breadth and 0.85 ft in height.

Speaking about the launch of this unique scale model, **Mr. Puneet Sood, Global Head Apparel Business at Royal Enfield** said, " We at Royal Enfield are always working on something new, some come to life while others don't. But something fresh, unconventional, yet a perfect amalgamation of art, craftsmanship and authenticity is what we fall in love with. The Limited Edition Classic Collectible is a perfect example of this. *We are truly humbled by the ecstatic response and appreciation garnered by this masterpiece of art. We are already sold out with the limited quantities made available initially.* With the immense love shared by our community, we are trying to reopen bookings for the Classic Collectible in January 2023

Ever since its launch, the Classic motorcycle has managed to create a name of its own that has redefined the middleweight motorcycling space and spawned the revival of Royal Enfield, kickstarting its journey to lead the segment globally. After 12 years and more than 3 million



motorcycles later, the Classic has built a legacy of its own, and this 1:3 scale model captures the colour and contours that makes the Classic, a timeless beauty.

**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 Meteor 350 cruiser, Interceptor 650 and Continental GT 650 twins, the Himalayan adventure tourer, Scram 411 and the iconic Bullet 350 and Classic 350 singles. 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 921 large format dealerships and 638 studio stores in all major cities and towns in India and exports to over 60 countries around the globe. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Royal Enfield recently invested in two world-class technical centres, in Bruntingthorpe, UK, and Chennai, India, and in 2020 opened its first assembly unit outside India, in Buenos Aires, Argentina. With more than 17% growth year-on-year for the last 5 years and sales in international markets up 96% in 2019-20, Royal Enfield is the leader in the global mid-size motorcycle market.

**For more information about Royal Enfield please visit: <https://www.royalenfield.com>**

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