

THE 2023 ROYAL ENFIELD BULLET - NEW HEART. SAME BEAT.

- Royal Enfield launches the new 2023 Bullet 350 - The latest avatar in a long line of simple, durable, gorgeous motorcycles with an unmatched heritage that dates back to 1932
- Built around the J-series engine platform, the Bullet achieves a new level of sophistication to meet modern aspirations while keeping true to its roots of an old-school British OHV single
- Available starting at **INR 1,73,562/-** in three distinct variants and five colourways | Bookings In India begin today, and retails and test rides begin September 3 | Retails in Europe by next quarter; Asia-Pacific region and Americas to follow

Chennai, India, September 1, 2023 - A gleaming symbol of limitless resilience and the most enduring name in motorcycling and automotive history, the **Royal Enfield Bullet 350** continues its legendary legacy in a new avatar as Royal Enfield, the global leader in the mid-size (250cc-750cc) motorcycle segment, today announced the launch of the all-new **2023 Bullet 350**. Introduced on Royal Enfield's proven, super-refined and smooth J-series engine platform, this iconic motorcycle, with over nine decades of heritage, proudly continues to be a fusion of resilient aesthetics and craftsmanship; a symbol of the vibrant culture it has catalysed over the last nine decades, and the community and characters it represents.

Reminiscing about his memories with the Bullet at this significant juncture of its journey, **Siddhartha Lal, Managing Director - Eicher Motors Ltd**, said, *"The summer of 1994 was my first long solo ride - across Europe on a Bullet with a tent and a spirit of adventure. I learned a lot, discovered things about myself, and had an experience that I remember so vividly 30 years later. Over the years, I have heard countless Bullet stories of people, groups, families, and moments that have brought enjoyment and meaning to their lives on a ride, or on journey, or over generations. It is this legacy of the Bullet that has transcended time and era, and has brought joy to so many people, that we have the responsibility of taking forward. Today, as the Bullet rides ahead in a new avatar, we are truly honoured to be able to play a key role in taking its legacy forward."*

If ever there was a motorcycle that has stood the test of time, it is the legendary **Royal Enfield Bullet**. When unveiled in **1932**, its advanced features were at the forefront of motorcycle design. Radically updated in 1948, its groundbreaking swinging arm rear suspension took the motorcycling world by storm and all other motorcycle manufacturers quickly followed suit.

Its prowess over the toughest terrain, success in service with the Indian armed forces and subsequent move to production in Madras in 1955, kickstarted its stellar rise to become, for decades, the king of India's roads. Its 2010 reinvention, with Royal Enfield's seminal UCE engine, ensured it continued to be aspirational, as both a motorcycling and a cultural icon.

There is little that cannot be done on a Bullet! Over its remarkable lifespan Bullets have undertaken almost every task imaginable including championing in trials and International Six Days Trials competitions, setting lap records on the Isle of Man, conquering the highest mountain passes, being a trusted companion on every kind of trip, from weekend getaways to round-the-world adventures, employed as a dependable everyday motorcycle and hardy workhorse, being used as a versatile platform for customisation, going into battle and being a loyal partner to more than a million passionate riders around the globe.

Not only is the Bullet the longest-running motorcycle model in continuous production anywhere in the world, but it has also become a part of India's social fabric, an heirloom handed down from one generation to the next and has spawned over 1200 riding clubs. For these loyal enthusiasts, **Bullet Meri Jaan** ('Bullet Is My Life / Soul') is not just a grainy video and catchy song, but embodies a powerful symbolism that represents authenticity, stoicism, dependability and individuality.

And now this most practical, dependable motorcycle takes its unique heritage, majestic stance, all metal build, torquey engine and its signature thump, into an exciting new epoch.

Speaking about the launch of the new 2023 Bullet, **B Govindarajan, CEO, Royal Enfield** said *“To me, the Bullet has been an undeniable symbol of resilient engineering and aesthetics. It has endured war and peace with unflinching reliability and has been an ally for over 90 years to the bravest of the brave. Pinstriped and handcrafted by three generations of artisans, the Bullet has retained its regal appeal without surrendering to fads and whims. The uncluttered simplicity of its form is a sharp contrast to its sturdy dependability, its mettle and character. We have purposefully endeavoured to retain the essence of the legacy of the Royal Enfield Bullet as it readies to transition to a new form and avatar and steadfastly rides on to a century and beyond”*

The **2023 Bullet 350** is powered by the modern, globally acclaimed 349cc air-oil cooled single cylinder engine that also powers the Meteor, Classic and Hunter. Fuel-injected, it produces 20.2 bhp at 6100 rpm and 27 Nm of torque at 4000 rpm resulting in strong, low-end grunt, super smooth linear power delivery and a ride that’s both refined and invigorating. With a primary balancer shaft to cut down vibrations, it feels responsive and refined while its gear shifting is crisp and smooth thanks to an optimised 5-speed gearbox, ensuring a superlative ride experience.

The chassis is designed for predictable handling and manoeuvrability and it is more rigid than on previous Bullets, which encourages confidence at higher cornering speeds and feels planted on straight roads. This is enhanced by large diameter 41mm front forks and wider section tyres, a 100/90 -19 at the front and 120/80 -18 at the rear as compared to past Bullet versions. The motorcycle has a new take on the single bench seat, and that, combined with the suspension ensures a more comfortable and plush ride. Redesigned mudguards, a marked improvement in the proportion, stance and aesthetic balance of the motorcycle give it a subtly evolved styling. The motorcycle will have a 300mm disc brake fitted at the front and with 270mm disc or drum brake options at the rear.

The **2023 Bullet 350** is released in three distinct editions, all handcrafted with a premium finish that will delight. **The Bullet Military Red and Military Black** are equipped with single channel ABS, rear drum brake and finished with single solid-coloured tanks and classy decals. **The Bullet Standard in Black or Maroon** are fitted with dual channel ABS and rear discs, and are finished with elegant hand-pinstriped body-coloured tanks and components as well as chrome and gold badges. **The Bullet Black Gold** is finished 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, and comes with dual channel ABS and rear disc brakes.

All three editions are built with a distinctive 13-litre, teardrop tank and the traditional Royal Enfield casquette that houses a new headlamp along with the signature ‘tiger eyes’ - pilot lights - an enduring feature on Royal Enfield motorcycles since 1954. More contemporary touches include the new digi-analog instrument cluster that houses an LCD information panel and a USB charging point mounted below the handlebar that is standard across variants. The rider’s controls have received special focus to ensure that the design, fit and finish are top class with beautifully styled rotary switch cubes that combine ease of use with eye-catching retro appeal.

The 2023 Bullet 350 will be supported by an ecosystem of 37 Genuine Motorcycle Accessories, including nine designed and developed specifically for the Bullet. These include comfortable touring and low-rise seats and touring handlebars. There is also a selection of quality riding gear, including helmets and apparel with detailing that echo the Bullet’s legendary pinstriping.

Aimed at a global audience, the Bullet is available for bookings in India starting September 1, and retails and test rides begin from September 3, 2023. Ex-showroom price for the motorcycle will be **INR 1,73,562/-** for the Military Black and Red, **INR 1,97,436/-** for the Standard, and **INR 2,15,801/-** for the Bullet Black Gold. The new Bullet 350 will be available in Europe by the next quarter and will be launched across SARRC, APAC and Americas in a phased manner.

There is no other motorcycle like the Bullet. True to its heritage yet updated and made relevant for each new generation of rider, the Bullet is the custodian of Royal Enfield’s ‘pure motorcycling’ DNA. Royal Enfield believes that now is the time for the world to see the Bullet with new eyes; to once more fall in love with this authentic, gleaming symbol of understated style and timeless resilience.

The wait is over. The new 2023 Bullet 350 is here to own its rightful place as the Jewel in Royal Enfield's magnificent crown

#BulletMerijaan #Bullet350 #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 the stylish Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - New Super Meteor 650, Interceptor 650 and Continental GT 650. 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 2,050 stores across all major cities and towns in India and through nearly 1,150+ touchpoints 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. With more than 35% CAGR for the last 5 years, Royal Enfield is the leader in the global mid-size motorcycle market.

For further information please contact:

corpcomm@royalenfield.com