

ROYAL ENFIELD LAUNCHES THE SHOTGUN 650 A MOTORCYCLE INSPIRED BY CUSTOM, FOR CUSTOM.

- *A truly unique motorcycle born out of raw creative energy, mixed with anarchic custom culture and thoroughbred Royal Enfield DNA | Showcased in Goa at the Motoverse 2023, debuted for the world in December, and now launched and ready to become the ultimate canvas for personalization*
- *Test rides, bookings and deliveries to begin across Europe and UK starting February 2024 | Bookings in India begin today; Motorcycles arrive at stores from February 15, 2024 followed by test rides and deliveries beginning from March 2024*
- *Shotgun 650 to be available in four unique colorways - Stencil White, Plasma Blue, Green Drill and Sheet Metal Grey | Price starting from **€ 7590 (Germany and France), £ 6699 (UK) and INR 3,59,430 (ex-showroom)** across Europe, UK and India | To be launched in the Americas and APAC in the spring 2024*

January 15, 2024: Royal Enfield, the global leader in the mid-size (250cc-750cc) motorcycle segment, launched the Shotgun 650, a true embodiment of customization. Launched for European and the UK markets to begin with, the Shotgun 650 will be available starting February 2024 onwards. The motorcycle will be available at a starting price of **£ 6699** in the UK and **€ 7590** across Europe (Germany and France). While bookings for India begin today, the Shotgun will be available for test rides and deliveries in India from March, 2024 at a starting price of **INR 3,59,430**. The motorcycle will be available in the Americas and across the APAC starting spring 2024. With its retro-futuristic design the Shotgun 650 is inspired by its precursor, the SG650 Concept - showcased at EICMA 2021- and celebrates creativity, acting as a blank canvas for customization and personalisation for thousands of motorcycling enthusiasts across the world.

The custom-inspired motorcycle, available in four unique colorways - Stencil White, Plasma Blue, Green Drill, and Sheet Metal Grey - the Shotgun 650 is the ultimate canvas for personalization, reflecting a blend of raw creative energy, anarchic custom culture, and the iconic Royal Enfield DNA. Built on Royal Enfield's globally proven 650-Twin platform, the Shotgun 650 is a tribute to the culture of customisation and a new chapter in design for Royal Enfield with an exciting vision of the future.

Commenting on the launch of the motorcycle announcement, **B Govindarajan, CEO - Royal Enfield**, says, "The Shotgun 650 is a symbol of the united pulse of the custom community, and an ode to the long-standing tradition of customising Royal Enfield motorcycles. After the overwhelming response for Shotgun 650 Motoverse edition, we are excited to finally make the production version available for the riding community across the world and can't wait to see how our riders infuse their unique styles into this exceptional motorcycle".

The Royal Enfield Shotgun 650 blends retro-futuristic design with modern features. An LED headlamp fitted in a gorgeous custom, neo-modern nacelle stays true to the neo-retro fusion aesthetic while offering improved visibility. The motorcycle has a digi-analogue instrument cluster, which comes equipped with the Tripper navigation system and is designed to deliver all the information you need as you head out. The Shotgun 650 also comes with the newly launched Royal Enfield Wingman - an new,

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in-app feature that keeps you updated on the motorcycle's live location, fuel and engine oil levels, service reminders and more. It also features a USB charging port to keep your devices charged on the go.

With the globally award-winning 650 Twin platform at its core, the **Shotgun 650** is loaded with a double barrel of fun. It is ergonomically optimised, with mid-set foot position, a low 795mm seat height and an intuitive handlebar position that give the rider a commanding sense of presence and control, while the floating single seat is both retro and modern at the same time. The Shotgun's specially tuned suspension with 43mm dia. separate function big piston Showa forks on the front, twin tube 5-step preload adjust RSU at the back, 1465mm wheelbase and a low centre of gravity come together to make riding in traffic, on highways and down twisty back roads equally fun, without compromising on comfort. Wide 18" front and 17" rear tubeless tyres, combined with 320mm and 300mm disc brakes, ensure a steady grip, keeping you engaged and in control at all speeds.

Carrying through with the concept of customization and personalization, a diverse range of 31 Genuine Motorcycle Accessories are available for the Shotgun 650. Designed to further highlight the aesthetic appeal of custom culture, bar end mirrors, a sculpted solo seat and contrast-cut billet rims, to name a few, are available. Also, customization is inseparable from lifestyle and so to compliment the spirit of the Shotgun 650 a range of apparel has been developed to explore the future of the brand's apparel.

The Royal Enfield Shotgun 650 is set to redefine the motorcycling landscape, offering riders not just a mode of transportation but a lifestyle. With the unveiling of the price and the opening of bookings, the Shotgun 650 marks the beginning of a new chapter in the Royal Enfield legacy, where every rider becomes a storyteller, and every motorcycle, a unique expression of individuality.

#Shotgun650 #ByCustomsForCustom

COUNTRY-WISE PRICE

India

Variant	Colourways	India
Custom Shed	Sheetmetal Grey	INR 3,59,430* (ex-showroom, Chennai)
Custom Pro	Plasma Blue	INR 3,70,138* (ex-showroom, Chennai)
Custom Pro	Green Drill	INR 3,70,138* (ex-showroom, Chennai)
Custom Special	Stencil White	INR 3,73,000* (ex-showroom, Chennai)

EU & UK

Variant	Colourways	UK	Germany	France
Custom Shed	Sheetmetal Grey	£ 6,699	€ 7,590	€ 7,590
Custom Pro	Plasma Blue	£ 6,799	€ 7,690	€ 7,690

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Custom Pro	Green Drill	£ 6,799	€ 7,690	€ 7,690
Custom Special	Stencil White	£ 6,899	€ 7,790	€ 7,790

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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 Meteor 350, Super Meteor 650 cruiser, and Shotgun 650, Interceptor 650 and Continental GT 650 twins, 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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