

## Music | Mates | Motorcycling

### Royal Enfield unveils the all-new Super Meteor 650 in 7 colorways at DAY 1 OF Rider Mania

- *Unveiled all seven striking colourways in two distinct variants - the Super Meteor 650 and Super Meteor 650 tourer*
- *Opens exclusive pre-launch booking for Rider Mania registered participants*
- *The handcrafted, absolutely identical 1:3 scale model of the Classic 500 showcased on Day 1 of Rider Mania*
- *Day 1 concluded with spectacular performances by - Parvaaz, Karsh Kale Collective, Peter Cat Recording Co*



[Link to Pictures from Day-1](#)

**Goa, 18 November 2022:** After a hiatus of 2 years, the much-awaited three days of Pure Motorcycling, Music, Heritage and Art - Rider Mania, commenced its 2022 edition in Goa. One

of the biggest highlights for this edition of Rider Mania on Day 1 was the unveiling of the all new Super Meteor 650.

The Super Meteor 650 continues Royal Enfield's heritage of building amazing cruisers. The thoroughbred highway cruiser is centered around the acclaimed 648cc twin platform that's been rigorously tested and enjoyed worldwide recognition within the multi-award-winning Interceptor INT 650 and Continental GT 650. Unintimidating and practical, the Super Meteor 650 has the silhouette of a purebred cruiser with a low stance and sumptuous seat with a narrow waist which combine to make munching miles a breeze.

Two distinct variants of the motorcycle in seven striking colors were unveiled at Rider Mania - the Super Meteor 650 and Super Meteor 650 Tourer. The **Super Meteor 650** variant will be available in five colourways - Astral Black, Astral Blue, Astral Green, Interstellar Grey and Interstellar Green. The **Super Meteor 650 Tourer** will be available in two colourways - Celestial Red and Celestial Blue. **Pre-launch bookings for the Super Meteor 650 are now open, exclusively for those registered Rider Mania participants.**

Another key highlight of Day 1 was the reveal of 1:3 Limited Edition Classic Collectible. The miniature is a new chapter in craftsmanship that evokes an emotion of joy and pride amongst the riders at heart. Being absolutely identical to the Classic motorcycle, this masterpiece of art is revealed in 18 colors with bookings available exclusively at Rider Mania in 8 colors. Priced at INR 67,990 The collectible is available for booking with a token amount of INR 2000.

Taking this festival to a whole new level, Rider Mania 2022 also offered some of the most electrifying motorsport experiences at the event. On Day 1, motorsport enthusiasts got a chance to participate in the Dirt Track. There were a series of inspiring sessions on Day 1 such as - Solo Travel by Devang Sethi, Harshvardhan Joshi, Exploring India with Pets by Wheels & Tails, Polar Exploration with Louis Rudd and Flat Tracking by Johnny Lewis & Gary Birtwhistle and Niel Peter Jensen.

Besides the adrenalin experiences and speaker sessions, there were quite a few interesting workshops from different fields such as wildlife and action sports photography, pottery, sneaker customization, coffee, calisthenics and creative mapping. Day 1 concluded with a lineup of performances by renowned artists - Parvaaz, Karsh Kale Collective, Peter Cat Recording Co.

**Hashtags: #RiderMania2022 #MotoSonic #IntoTheMotoverse #GoodToBeBack**

#### **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 recently launched, stylish new Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - Interceptor and Continental GT, 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 2100 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 three modern CKD assembly facilities in Thailand, Argentina and Colombia. With more than 37% CAGR for the last 5 years and sales in international markets up 108% in 2021-22, 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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