

INDIA'S MOST-LOVED MID-SIZE CRUISER: ROYAL ENFIELD METEOR 350 CROSSES 6 LAKH SALES MARK

Royal Enfield Meteor 350, India's most loved cruiser, has crossed the 6 lakh sales milestone, earning the trust of riders across the globe since its launch in November 2020.

With its relaxed cruising character, refined engine and effortless rideability, the Meteor 350 has quickly become the preferred cruiser motorcycle among both seasoned motorcyclists and new riders.

Over the years, the motorcycle has also earned several global accolades, including the prestigious 'Indian Motorcycle of the Year 2021' award, cementing its place as one of the most successful cruisers in the mid-size motorcycle segment. Ever since its launch, the Meteor 350 has redefined what easy cruising means for riders across age groups, emerging as an accessible cruiser for both daily city commutes and long highway rides.

As the first Royal Enfield motorcycle to migrate on the J-series platform, Meteor 350 immediately struck a chord not only with long-distance riders and motorcycle enthusiasts, but also with first-time buyers who appreciate comfort and mechanical refinement. By delivering an experience that feels equally comfortable while navigating city traffic or riding on open highways, the Meteor 350 has helped expand the mid-size cruiser segment by attracting new riders.

The motorcycle enjoys a strong demand in India and international markets, especially LATAM, SAARC and European markets, reflecting its wide-ranging appeal across diverse riding environments and geographies..

Combining timeless cruiser aesthetics with modern engineering and rider-centric features, the Meteor 350 is powered by a 349cc air-oil-cooled, single-cylinder engine that delivers smooth, tractable power with a refined character. The motorcycle features a digi-analog instrument cluster, Tripper navigation pod, LED lighting elements, premium switchgear, USB Type-C fast-charging port, Assist-and-slip clutch and adjustable levers. This reflects Royal Enfield's focus on blending classic design with contemporary functionality.

The Meteor 350 is offered in four distinct variants - Fireball, Stellar, Aurora and Supernova, catering to a range of rider preferences, with ex-showroom prices in India ranging between ₹1,95,546 and ₹2,15,770. The Meteor 350 is sold in 60+ countries, backed by a strong dealer network of over 2000 stores in India and over 1000 outlets in the international markets.
