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# ROYAL ENFIELD: WORLD LAUNCH

The all-new Continental GT cafe racer marks the beginning of a new era for Indian-owned Royal Enfield. Our world first test finds out how the 535cc single shapes up

By Phil Wes

inch me, I must be dreaming. As if last month's all-new Harley (even though it didn't look it) wasn't odd enough. As if the credible reinvention of Indian, bizarr return of Brough and Norton and continuing success of Triumph wasn't equally baffling for a 40-something like me, comes this: a big money world launch for an all-new (well, nearly) Royal Enfield. An Enfield, what's more, built to take on the world.

If I'm surprised it's with good reason it we're completely honest we ALL are. Although in terms of numbers India's Royal Enfield has long been a big fish (its 100,000 - plus annual bike production easily beats that of Triumph, Ducati and more) its actual bikes and world presence has been quite the opposite - far too easy to dismiss.

Until now, the vast majority (over 90%) of Enfield's six-figure production run has been voraciously consumed (there's a waiting list) by the local, utilitarian and budget, market. Partly because of the dominance and sheer size of this home market, Enfield, as it admitted this week, idin't take overseas sales very seriously. Until now Enfield simply didn't do swanky, international press launches (this is my first in 25 years of being a bike journo). In fact, until now, Enfield didn't even really do new models, instead being renowned for pumping out, year after year, time-warp, 1950s engineered Bullet 350 and 500ce singles - brand new classics, in effect.

All-new chassis

# All-new chassis

All-new chassis

The launch of this new £5499
Continental GT may, on face value, be just A N Other Royal Enfield - yet another variant of the long lived, oid-school 500cc single that has been spun off into machines like its existing Bullet or Woodsman - but actually it's much more significant than that.

First, the blue itself is a significant step up from Enfields of yore. Yes, the 535 motor is basically a slightly enlarged version of Enfield's staple air-cooled single (which was all-new in 2008). But, for the first time ever, virtually everything less is all -new, too, including frame, suspension, brakes, bodywork and equipment. This simply hasn't happened before.

And not only are the extent of the



### WHAT'S THE STORY?

Indian-owned Royal Enfleid is aiming to join the big boys on the global stage. There's a new factory, ambitions to double production and a plan to grow exports with a family of midrange, affordable, straightforward but engaging bikes. The virtually all-new Continental GT is the first furt of that ambition. This is the first furt of that ambition.

changes significant, how those changes have come about, the investment and commitment that's been made and the overall effect of them on the road, are big steps up, as well.

So for example, to get the handling of this new cafe racer right, Enfield decreed to not only build an all-new frame – abig enough step in itself – it went to Harris Performance to get it designed. That's the sort of thing MotoGP teams normally do, not I'll, 'old-fashioned' Enfield.

While to get the styling right, Enfield didn't just copy the original 2SOGT, it thoroughly researched the whole subject, consulted key historical Enfield design figures and engaged respected British motorcycling design

We believe there's space for a different kind of motorcycling that's fun at real world speeds'

Royal Enfield's Siddharta Lal

consultants, Xenophya (most notably recently responsible for Triumph's Tiger Explorer 1200). It even went as far as talk to old rockers and café racer types.

Reaching out to the world

Reaching out to the world
And second, this bike is the first fruits
of a whole cultural change at Royal
Enfield in India. The key message
at its launch came from no less than
Siddharta Lal, the managing director
and CEO of Eicher Motors, top man at
Royal Enfield and driving force behind
this whole reinvention of the brand.
Lal, or 'Sid' as he's affectionately known
by his staff, said: "We want to become
a global motorcycle player - that's our
number one aim." Time to take note of
Royal Enfield.

The new bike is being built at Enfield's all-new, state of the art plant at Oragadam, near Chennai. €apacity this year is pegged at a whopping 175,000, rising to 250,000 in 2014. The facility has been built, however, to allow Enfield to scale production up to 500,000 in the future. And all of THAT'S big news - however you slice it. Don't get me wrong. None of us will be riding around on Royal Enfield superbikes anytime soon. That's not part of the gameplan. What IS however, is a significant drive to expand exports, to improve distribution, dealersand sales support and soon (which partly explains why UK Royal Enfield distribution recently switched from Watsonian-Squire to MotoGB). In addition, Enfield is introducing a complementary range of RE clothing, in a similar way to Triumph and Harley-Davidson, and, later, accessories. And at the heart of it all are the bikes, machines which, like the new Continental GT, follow much of Enfield's traditional philosophy, bikes that draw on the firm's British heritage yet which, more and more, they claim, will be geared for the future. "We believe there's space for a different kind of motorcycling," said 'Sid' Lal at the GT's launch. "Something, that's not 150bhp, that doesn't cost the earth, is tactile, fun at real world speeds and engaging.

"Our focus is mid-sized motorcy-cling. We're already one of the world's biggest players in the sector, mostly because of our sales in India. Hopefully we can become No I in the market some time." And he concluded: "Whatever it takes to be a big international player, that's what we'll do."

# Credible and authentic

Credible and authentic

All of which would be little more than monsoon hot air if the Continental GT in the metal and in the riding experience, wasn't a significant step up, too. But I'm happy to report that, for the most part, it is.

Sat in front of London's iconic Ace Café (where better to launch it?) the GT is instantly a handsome, impressive and, crucially, credibly authentic machine. I could nit pelpe about the clunkily high-profile Pirellis or the slightly 'cheaty's shorty fender extenders and chromed plastic indicators, but for the most part the GT's 'just right'. Second, the stuff it's goi - its equipment levels and quality - are afar cry from Enfields of old, too. The names Brembo, Pirelli and Harris, as previously mentioned, may be sufficient to have many already sold. But there's plenty more pleasing, chrome-rimmed twin analogue dials with incorporated LCD panels are both bang-up-to-date and appropriately retro, too; contemporary switchgear; smart, chromed bar-end weights and, my favourite, a 'Monza-allie' fuel cap.

It's not perfect, admittedly. That filler's a little flimsy-looking, the switchgear is borderline basic and there's no adjustability on the levers, but, on balance, and for the money e-especially compared to some of its obvious rivals. — It's more than enough.

but, on balance, and for the money especially compared to some of its obvious rivals – it's more than enough. On board, the classy evocation continues. The CT, compared to most modern bikes, is small, slim and light. Swinging algo wer is no bother – nor getting both feet flat on the ground. The stretch to the bars nowhere near as extreme as its clip—ons suggest, thanks mostly to bolting them above, rather than under, the top yoke. It's light, too. But nor is it cramped, even for a massive lump like me, thanks to good ergonomics.

# Kick to start ... if you want

The similarly lumpy single starts first time on the button (though there's a bar-mounted choke lever if required and even a kick lever if you want to be truly authentic) then settles into the rumbly idle only a single can generate. Bip the throttle and there's a truly Conthusedows

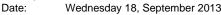
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Article Page 1 of 3 260171229 - BARDOL - A17758-76



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