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Royal Enfield ride again



Doug Young launching the 2014 Royal Enfield 'Top to Tip' 50th anniversary ride

Fifty years after Royal Enfield, the world's oldest motorcycle company, embarked on its first 24-hour "Top to Tip" sprint ride from John O'Groats to Land's End, the brand recreated its iconic challenge this weekend.

In 1964, the initial 24-hour Top to Tip ride marked the launch of Royal Enfield's 1965 Continental GT model.

As part of the ride, motorcycle racer John Cooper had lapped the

Silverstone race circuit where he reached a record-breaking 73mph, making the 1965 Continental GT 'Britain's Fastest 250'.

This month, the brand teamed up with social enterprise charity, Riders for Health, and called on celebrities, motorcycle racers and enthusiasts to take part in the challenge.

On Saturday five teams took off from John O'Groats on the all-new Continental GT and completed the journey in under 21 hours.

