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Royal Enfield and Riders For Health rev up for 'Top to Tip' Revival



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From John O'Groats to Land's End in less than 24 hours

Fifty years after the world's oldest motorcycle company in continuous production, Royal Enfield, embarked on its first ever 24 hour 'Top to Tip' sprint ride, the brand is once again gearing up to recreate its iconic challenge this month. The 50th anniversary ride also celebrates the launch of Royal Enfield's first exclusive store in the UK.

In 1964, the initial 24-hour Top to Tip ride, from John O'Groats to Land's End, marked the launch of Royal Enfield's 1965 Continental GT model. As part of the ride, noted 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 has teamed up with social enterprise charity, Riders for Health, and is once again calling on celebrities, motorcycle racers and enthusiasts to take part in the challenge.

On Saturday 10 May at 10pm, five teams will flag off from John O'Groats on the all new Continental GT – the lightest, fastest, most powerful Royal Enfield bike in production that was launched in September 2013.

Each team will have six riders, who will form a relay, changing over at pre-determined points along the route. The aim for the riders is to reach Land's End in less than 24 hours.

To keep the ride in line with its historical roots, the riders will reach Silverstone at 1pm on Sunday 11 May where 76 year old John Cooper will again take to the circuit, this time for a lap of honour.

By auctioning off a place on the ride Royal Enfield will be supporting Riders for Health – who use well maintained motorcycles, ambulances and other four-wheel vehicles deliver health care in seven countries across Africa. Royal Enfield will also donate a bike used on the ride, which the charity can then raffle off in order to raise further funds.

Andrea Coleman, co-founder and CEO of Riders for Health Riders for Health, said:

“Motorcyclists form a strong community – their bikes tie them together, wherever they are from. It is why Riders for Health receives support from motorcyclists all over the world. The machine that people use for fun in the UK is the tool that Riders for Health is using to help save lives in Africa every time we mobilise a health worker with a well maintained motorcycle, transforming health care for 14 million people. This is why we are so pleased to be involved in the Royal Enfield Top to Tip challenge.”

The online auction will take place over the next five days, offering motorcyclists the once in a lifetime opportunity to join this exciting journey. Riders can bid for their chance to win a place on the Top to Tip ride by clicking [here](#).

You can find out more about Riders for Health by visiting www.riders.org, or by following them on twitter [@ridersforhealth](https://twitter.com/ridersforhealth) or on Facebook at facebook.com/ridersforhealth