

Enfield rolls out new bikes

New Delhi, May 28: Royal Enfield, the two-wheeler division of Eicher Motors, on Thursday unveiled a range of limited edition bikes, inspired by the 'despatch riders' of the World Wars, which will be sold online only.

The Chennai-based firm, which sells various models including Bullet, Classic and Thunderbird, plans to introduce the limited edition motorcycles and new collection of gears and accessories in domestic and international markets.

"These bikes can be booked online from our gear stores and deliveries would begin by July 2015," Royal Enfield CEO Siddhartha Lal said.

Commenting on the limited edition range, which is based on Classic 500 model, he said that only 600 units of the range would be rolled out and would be available for sale.

The company is focusing on emerging markets like Latin America and South East Asia, as parts of its international market strategy. — PTI