

## ***An Ode To Enfields In Service & Those Who Ride Them***

### **Royal Enfield launches Classic Signals 350 Airborne Blue and Stormrider Sand**

- ***A tribute to Royal Enfield's 65 -year old association with the Indian Armed Forces | Reminiscent of the military heritage***
- ***Introducing Dual Channel ABS | Bookings open August 28th at Rs. 161,728 (ex-showroom Chennai)***

**August 28th, New Delhi:** The oldest motorcycle brand in continuous production, Royal Enfield, launched the **Classic Signals 350** motorcycle in two new colours in India. Conceived as a tribute to Royal Enfield's 65 years of association with the Indian armed forces (since 1952) the **Classic Signals 350** is inspired by the Enfields that have been in service, and the men and women who ride them. Expanding Royal Enfield's offering in the 350cc segment and building on the military heritage, the Classic Signals 350 will be available in two colours - **Airborne Blue and Stormrider Sand**. These new motorcycles will be available with a dedicated collection of gear and over 40 motorcycle accessories that includes panniers and steel engine guards

Launching the Classic Signals 350 motorcycles, **Rudratej (Rudy) Singh - President Royal Enfield** said "Made Like a Gun', is a motto that we've earned at Royal Enfield, as we have had a history of making motorcycles that are resilient, reliable and versatile. We have been associated with Indian Armed Forces since in the early 1950's and continue to be the largest supplier of motorcycles to the armed forces till date. Inspired by this association we are happy to launch the Classic Signals 350 Airborne Blue and Stormrider Sand; two motorcycles that represent our pride of partnering with the men and women who guard our skies and our land"

The two new colour schemes - **Airborne Blue and Stormrider Sand** of the Classic Signals have taken inspiration from coveted units of the Indian Armed Forces. These motorcycles will sport a distinctive stenciled number on the tank representing the production number. Each motorcycle will have a unique number, making each of them an exclusive and one-of-its-kind motorcycles. The Classic Signals 350 stands out complimented by its blacked out scheme on the engine, silencer and wheels and dark tan seat.

With the Classic Signals 350, Royal Enfield will introduce Dual Channel Anti-Lock Braking System (ABS) for its customers. The dual channel ABS helps prevents wheel locking under sudden application of brakes providing riders with better braking efficiency.

Revealing the price of the Classic Signals 350 motorcycles **Shaji Koshy - Head India Business+, Royal Enfield** said "Classic Signals 350 will be available for bookings from August 28th onwards, across all stores in India. The motorcycle will be retailed at a price of Rs. 161,728 (ex-showroom Chennai). Our consumers can also choose from a collection of Genuine Motorcycle Accessories, all of which will come with a 2-year warranty"

An array of Gear, inspired by the celebrated motorcycling legacy, ranging from shirts, t-shirts, caps, lapel pins, bags and helmets will also be available. There will be more than 40 Genuine Motorcycle Accessories. Together, these add to the military appeal and enhance functionality and personalisation for the rider. These will include heavy-duty water resistant military panniers, wide range of durable steel engine guards, touring

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seats with 3D mesh technology for increased comfort, windshield kit for increased wind protection, durable and corrosion resistant solo rear racks and cast aluminium wheels and many more to choose from.

## **About Royal Enfield:**

The oldest motorcycle brand in continuous production, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-sized motorcycle segment in India with its unique and distinctive modern classic bikes. With its new manufacturing base in Chennai, India, Royal Enfield is able to grow its production rapidly against a surge in demand for its motorcycles. With more than 50% growth every year for the last 5 years, Royal Enfield is fast becoming a very important player in the global mid-size motorcycle market and is working towards re-inventing this space with motorcycles that are evocative and engaging and great fun to ride.

Royal Enfield's product line-up in India includes the Bullet, Classic and Thunderbird models in 350 and 500cc displacement along with Continental GT 535cc café racer and the purpose-built Himalayan powered by the new LS410 engine. Royal Enfield operates through 17 company-operated stores and 705+ dealers in all major cities and towns in India, and exports to over 50 countries across the world including the USA, UK, several European and Latin American countries, as well as the Middle East and South-East Asia.

Royal Enfield also organizes and supports many motorcycling events and rides globally, more prominently the Rider Mania – an annual gathering of Royal Enfield riders from all over the world to the lovely beaches of Goa, and the Himalayan Odyssey, the most arduous motorcycle ride over some of the toughest roads and highest mountain passes in the Himalayas. Royal Enfield also conducts the popular 'One Ride' where people around the world ride out on their motorcycles on the first Sunday of April.

To know more about Royal Enfield, the motorcycles, marquee rides and other initiatives, visit: <http://royalenfield.com>

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