

ROYAL ENFIELD

MATT | STYLISH | STREET-INSPIRED : 2025 HUNTER 350 LAUNCHED IN A NEW GRAPHITE GREY COLOURWAY

- ***The nameplate adds new Graphite Grey variant at INR 1,76,750 making it the seventh colourway of the highly loved roadster***
- ***Unlocks a new chapter in urban style with an exclusive matte finish; bookings start today***

India, August 12, 2025: Royal Enfield, the global leader in the mid-size motorcycle segment, has launched a new colourway for the 2025 Hunter 350 - Graphite Grey. This addition elevates the mid variant to three distinctive hues, complementing the existing Rio White and Dapper Grey, and bringing the Hunter 350's total colour options to seven.

Inspired by the unadulterated energy of the streets, the 2025 Hunter 350's new Graphite Grey is designed for riders who treat the city as their playground, ride with quiet confidence, and favour understated style with a bold attitude. Its matt finish and streamlined form offer a modern yet minimalistic presence - an ideal match for those who appreciate subtlety with an edge. The motorcycle is further complemented by neon yellow accents across the machine, inspired by street graffiti art.



Following a comprehensive upgrade earlier this year, which introduced three new street-inspired colours along with key mechanical and ergonomic enhancements, this latest

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colourway further diversifies the aesthetic appeal of the Hunter 350 nameplate.

The 2025 Hunter 350 is powered by Royal Enfield's dynamic 349cc J-series engine, renowned for its spirited performance and reliability. With its streamlined silhouette and signature blend of retro cues and modern styling, the Hunter 350 is perfectly suited to weaving through traffic or relaxing at urban hotspots.

2025 HUNTER 350 NEW COLORS AND FEATURES:

- From the white sands of Rio to the red brick lanes of London and the black asphalt streets of Tokyo, the all-new colourways of the 2025 Hunter 350 - Rio White, Tokyo Black, and London Red - are inspired by the coolest zip codes around the world. Adding to this exciting line-up, Royal Enfield now has the Graphite Grey, a darker evolution of the Hunter which blends in stealth styling with bold pops of attitude.**
- Increased ground clearance, improved seat comfort, new suspension and an intuitive ergonomic triangle that synes with the rider perfectly, enhancing riding comfort.**
- 2025 Hunter 350 is the first 350-cc motorcycle from Royal Enfield to get a slip-assist clutch.**
- LED headlamps, tripper pod and type-C USB fast charging for an improved rider experience.**

Since its initial launch, the Hunter 350 has garnered a devoted global rider community exceeding half a million, making it one of the fastest-growing models for Royal Enfield. The new Graphite Grey variant is poised to strengthen this community by appealing to riders seeking a personalized style statement without compromising its retro appeal and riding comfort.

Priced at INR 1,76,750, customers can discover and place an order for the 2025 Hunter 350 Graphite Grey at the nearest Royal Enfield store, via the Royal Enfield App, or the company website, www.royalenfield.com.

Additionally, Royal Enfield now offers a comprehensive

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7-year Extended Warranty along with Roadside Assistance across its range of motorcycles, further enhancing customer confidence and ownership experience. This extended coverage includes an additional 4 years or 40,000 km (whichever is earlier) over and above the standard warranty of 3 years 30,000 km or 40,000 km (650cc motorcycles), providing riders with long-term assurance and peace of mind on every ride.

About Royal Enfield

About Royal Enfield The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Royal Enfields are engaging, uncomplicated, accessible and fun to ride; a vehicle for exploration and self-expression. It's an approach the brand calls Pure Motorcycling.

Royal Enfield's premium line-up includes Bear 650, Classic 650, Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the Himalayan 450, the Seram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Genie Classic 350. The company recently unveiled its new city+ motorcycle brand - the Flying Flea - a fresh take on urban mobility, blending authentic design with advanced technology.

Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously Rider Mania), an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and Himalayan Odyssey; a yearly pilgrimage over some of the toughest terrain and highest mountain passes.

A division of Eicher Motors Limited, Royal Enfield operates through more than 2000 stores across all major cities and towns in India and through nearly 850 stores in more than 60 countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.

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