

## THE ROYAL ENFIELD BULLET 650

### Old School Forever!

- Born in 1932, Royal Enfield Bullet is the world's oldest motorcycle in continuous production, now in a new powerful 650cc Twin incarnation.
- Introducing the all-new Bullet 650—a tribute to impeccable British lineage and indomitable Indian soul

**Milan, November 4, 2025:** Since 1932, the Bullet has stood as a symbol of endurance, evolving without ever losing its soul. In 2025, the legend rides on with the globally acclaimed 650cc parallel twin heart, with more power, mettle and character—writing a new chapter in motorcycling history.

For 93 years, Bullet has personified authentic, uncomplicated motorcycling that has bound riders together across generations and continents. It endures like a heartbeat echoing through the decades, wearing its history with quiet pride. Born in an age of hand-drawn blueprints, while the world around it changed, it has never forgotten its roots. Each new edition has carried forward the essence of the original Bullet—its simplicity, timeless design and an enduring connection to the rich legacy of the motorcycle. Nine decades on, the Bullet debuts a new avatar that pays tribute to impeccable British lineage and indomitable Indian soul.

The Bullet has always marched to its own beat—a true pioneer that refused to follow convention. With innovations like foot-operated gear controls and a 4-valve cylinder on the 500cc model, it set new benchmarks in its time, capable of touching 90 mph straight from the factory. The design took a major leap in 1948 with Royal Enfield's revolutionary swinging-arm rear suspension debuting on the Bullet 350 Trials prototypes. After competition victories, it was adopted on road-going Bullets, making these the first full-production motorcycles in the world to sport this innovation.

When the Indian Army sought a machine to patrol its remote frontier tracks in Kashmir and Rajasthan, the Bullet, with its flexible engine, trail-proven stamina and groundbreaking suspension, was the first choice. That decision marked a turning point, setting in motion a story that would bond the Bullet to India's very soul. Through the decades, it became far more than a motorcycle; it was an aspiration and the undisputed king of the road.

The 1990s and 2000s saw evolutions like an electric starter and five-speed gearbox. The Bullet started gaining a loyal following in international markets, from the UK to the United States, France, Italy and Australia. In 2010, it shifted on to the UCE engine while keeping its hallmark features such as the upright commanding stance, hand-painted Madras pinstripes and a steady heartbeat. In 2023, now built on the refined 350cc J-platform, it marches on for a new generation, without losing its essence.

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## The Bullet 650

In 2025, the Bullet finds its most powerful expression yet with the acclaimed parallel twin 650cc engine delivering an authentic ride that's more resolute than ever. Paired with it are the proven steel tubular spine frame, gleaming hand-painted pinstripes, iconic tiger lamps, vintage-inspired 3D winged badge and a commanding riding stance, preserving all the hallmarks that have made this motorcycle an icon for generations.

The Bullet 650 carries its legendary DNA forward in every detail. The vintage-inspired bench seat, traditional nascelle, and commanding upright riding stance stay true to the signature Bullet silhouette.

The Bullet 650's twin engine delivers smooth power and effortless acceleration, ideal for both relaxed and spirited rides, while its precise 6-speed gearbox and light slipper clutch contribute to an effortless journey. With every curve designed in harmony with its parallel-twin heart, its substantial bodywork and commanding stance lend it the graceful presence of a true big-capacity, old-school motorcycle.

The motorcycle features a sumptuous bench seat and raised handlebars to give its rider true presence on the road, while its Showa suspension absorbs imperfections with composure. Its all-metal construction rests on 18-inch rear and 19-inch front wheels, a traditional balance that anchors its distinguished form. The signature teardrop tank with its venerable winged badges and casquette-mounted LED headlamp complete with "tiger-eye" pilot lamps—first seen on Royal Enfields in 1954—seals its lineage.

The Bullet has always stood for resilience, as a motorcycle that has endured, adapted and stayed true to its character for over 90 years. Every line, every contour, and every detail has been crafted to preserve the soul of the original, while bringing in the power and refinement of our twin-cylinder platform. To not create this motorcycle would have been inconceivable; it was a natural evolution.

The Bullet has always stood for authenticity, resilience, and character. This new chapter carries that spirit forward, with more presence, more performance, and the same unmistakable riding experience.

A clean instrument cluster combines analogue charm and modern function with digital LCD readouts for fuel, trip, gear position, and service reminders that keep everything essential within easy sight. Appealing to global riders, the Bullet 650 is available in two striking colourways: Canon Black and Battleship Blue. Riders can further personalise their machine with Genuine Motorcycle Accessories, tailoring its comfort and its style to their taste.

The Bullet 650 is a seamless blend of precision engineering with heritage DNA. Versatile, old-school and endlessly dependable, it is more than a motorcycle; it is a living legend with every ride a new chapter in an unmatched story.

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The Bullet has proved infinitely adaptable across nine decades. The new Bullet 650 remains true to what it has always been—timeless, steadfast, immersed in a halo of nostalgia, impossible to imitate. Beneath its signature silhouette lies the latest precision engineering; smoother, powerful and built for the riders of today.

Royal Enfield will sell only the Bullet 650 Cannon Black in Europe and North America. The motorcycle will be available in these markets from early 2026.

## Royal Enfield Bullet 650 Price:

Colourway	UK (MSRP)	Italy (MSRP)	France (MSRP)	Spain (MSRP)	Germany (MSRP)	North America (USD)
<b>Cannon Black</b>	<b>£6,749</b>	<b>€7,050</b>	<b>€7,340</b>	<b>€7,137</b>	<b>€7,340</b>	<b>\$7499</b>

### 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 Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan 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 65+ 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 seven modern CKD assembly facilities in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia.

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