



## EMBRACE THE SPIRIT OF ADVENTURE INSPIRED AT 18,478 FT (5,632 M)

### INTRODUCING THE NEW HIMALAYAN MANA BLACK

- Equipped with exclusive factory fitted configuration straight from Royal Enfield's assembly line - an adventure-ready setup with official accessories calibrated for endurance and long-haul comfort.
- The All-new Mana Black livery, inspired by the rugged tones of Mana Pass, is built on the proven Sherpa 450 engine platform with ride-by-wire technology and dual-purpose capability.

**Milan, November 4, 2025:** Royal Enfield, the global leader in the mid-size motorcycle segment (250cc-750cc), today announced the launch of **Himalayan Mana Black Edition** at EICMA 2025. A striking new version of its celebrated adventure motorcycle, the Himalayan Mana Black is inspired by the formidable Mana Pass known to be one of the world's most challenging high-altitude routes.

Nestled at 18,478 feet (5,632 M) above sea level, Mana Pass is a test of endurance and willpower - conditions only the most spirited riders dare to conquer. The Himalayan Mana Black Edition channels that bold energy through its distinctive design and ergonomics developed to optimise off-road riding. Draped in a deep Stealth Black finish with matte detailing, this edition embodies minimalism, purpose, and raw adventure, designed for those who see every trail as a calling, not a challenge.

The Mana Black edition captures the unyielding soul of its inspirational home: rugged, resilient, and unyielding. Equipped with factory-fitted, purpose-built kit, the Mana Black is designed for the spirited rider ready for extreme adventure. It is the ultimate expression of Royal Enfield's philosophy: the machine adapting to the Man, the Mindset, and the Mountain, empowering those who seek to go farther, explore deeper, and conquer in style.

A defining highlight of the Mana Black Edition is its **factory-accessorised configuration**. Riders can own a Himalayan that arrives fully fitted with exclusively curated adventure accessories. Equipped with **Black Rally hand guards**, a **Black Rally seat** for enhanced grip and long-distance comfort, a **Rally mudguard designed for rugged trails**, and **tubeless spoked wheels** that offer durability with modern convenience, the Mana Black Edition ensures every element is ready for exploration.

The motorcycle stays true to the refined performance and agility of the new Himalayan platform - powered by the Sherpa 450 engine, combining power with confidence to take on terrains from high-altitude passes to city commutes with equal ease.

The Royal Enfield Himalayan Mana Black Edition will be available at a price of € 6,600 in Italy, and £6,400 across UK. Bookings across the region open now.

# 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 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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