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**ROYAL ENFIELD CELEBRATES 125 YEARS OF PURE MOTORCYCLING AT EICMA 2025
WITH AN EXCITING NEW LINEUP THAT BLENDS TRADITION AND INNOVATION.**

Milan, November 4, 2025: Royal Enfield, the world's oldest motorcycle brand in continuous production, is marking another monumental milestone in its storied journey as it celebrates 125 years of Pure Motorcycling. The brand's EICMA showcase commemorates this landmark occasion by offering experts and enthusiasts a glimpse into its historical journey - and connecting this legendary past with its dynamic present and ambitious future.

Since 1901, Royal Enfield has created, nurtured and shaped motorcycling culture across the world - from Chennai to London, from Amazonian trails to the high passes of the Himalayas.

At EICMA in Milan - followed by Motoverse in Goa - Royal Enfield will officially kick off a year-long calendar of commemorative activities, signalling the beginning of a pivotal new chapter for the company.

Speaking at EICMA, **Siddhartha Lal, Executive Chairman, Eicher Motors Ltd.**, said, *"For 125 years, Royal Enfield has stood as an enduring symbol of authenticity, craftsmanship, and the pure joy of motorcycling. What began as a simple pursuit of building honest, beautiful motorcycles has evolved into a global culture that celebrates exploration, community, and self-expression. This incredible milestone is not just about looking back on our legacy, but looking ahead with clarity and conviction. At EICMA this year, we're showcasing the full spectrum of what Royal Enfield stands for, from timeless design and intuitive engineering to bold, future-facing innovations that redefine what's possible in motorcycling. The Electric Himalayan Testbed and Flying Flea city+ concept embody this evolution, blending our heritage with bold ideas for what lies ahead. As we look to the next 125 years, our mission remains the same, to build motorcycles with soul and make Pure Motorcycling accessible to riding enthusiasts around the world."*

Bringing this story alive at EICMA, Royal Enfield unveiled a slew of new motorcycles, offered a peek into some soon-to-be-launched models and platforms, and showcased special edition variants of some community favourites.

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Adding, **B. Govindarajan, Managing Director - Eicher Motors Ltd., and Chief Executive Officer - Royal Enfield**, said, *"EICMA 2025 is as much a celebration of our 125-year heritage as it is a showcase of our evolution. The motorcycles unveiled here represent our commitment to timeless design, purposeful innovation, and the spirit of Pure Motorcycling. We are honoring our heritage by unveiling the Classic 650 125th Anniversary Special Edition, a seamless blend of legacy and modern innovation. Simultaneously, we strengthen our core segments with the purpose-built Himalayan Mana Black Edition and the Bullet 650, which breathes new life into an icon that has defined generations. Solidifying our electric future, we are expanding the Flying Flea portfolio with the FF.S6, preparing for a launch in 2026. Looking forward, we will keep propagating the Royal Enfield DNA, offering riders around the world a blend of authenticity, innovation, and Pure Motorcycling."*

As befits a brand steeped in tradition, the lineup of new launches is helmed by the majestic new Royal Enfield Bullet 650. The Bullet has long been the heartbeat of the brand, prized as an heirloom by generations of riders and enthusiasts. Over the past nine decades, the company has refined the pedigree of the world's oldest motorcycle in continuous production, and in 2025, it finds its most powerful expression yet: the Bullet 650, the epitome of old school cool.

Also unveiled at the event was a special edition of the Royal Enfield Classic 650, reimagined to commemorate 125 years of Royal Enfield. This special edition blends the timeless silhouette of the Classic with a strikingly modern aesthetic, representing the Royal Enfield's ethos of balancing tradition and innovation.

Showcasing a new version of its celebrated adventure motorcycle, Royal Enfield introduced the Himalayan Mana Black edition. Inspired by the formidable Mana Pass route, the Mana Black edition accentuates the rugged, spartan character of the Himalayan.

Royal Enfield also debuted a one-of-a-kind collaboration with Shotgun x Rough Crafts inspired by its OG custom-built motorcycle. This limited edition motorcycle is a unique fusion of Royal Enfield's modern neo-retro design philosophy and Rough Crafts' unmistakable signature aesthetic, celebrating the spirit of individuality, craftsmanship and creativity that defines the custom motorcycle culture.

Also making its debut at EICMA is Flying Flea's new Scrambler-styled motorcycle - the FF.S6. Built for urban exploration, the FF.S6. sets new benchmarks of sophistication, versatility and agility in the global EV space.

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THE ROYAL ENFIELD BULLET 650 - OLD SCHOOL FOREVER! ([Press Kit link](#))

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 the world's oldest legacy of motorcycling.

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: simplicity, graceful lines, a sense of belonging to the rich history. Nine decades on, the Bullet debuts a new avatar that pays tribute to impeccable British lineage and indomitable Indian soul.

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, and 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 stays 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.

CLASSIC 650 125TH YEAR ANNIVERSARY SPECIAL EDITION: COMMEMORATING 125 YEARS OF ROYAL ENFIELD ([Press Image link](#))

To celebrate 125 glorious years of Pure Motorcycling - a lineage that began with the first Royal Enfield motorcycle in 1901 and spans multiple generations and continents - Royal Enfield has launched a Special Edition of one of its most iconic products, the Classic.

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The 125 Year Special Edition is a meticulously crafted physical tribute to the brand and Classic's enduring legacy. This model, whose signature teardrop tank and nacelle headlight embody a design that has defined motorcycling for nearly a century, now serves as the canvas for this monumental celebration.

Embossed with a 125 Years crest in gold on classic red, this Special Edition employs an 'hypershift' paint application. This stunning finish fluidly shifts between red and gold, bright and dark, creating a dynamic visual experience that changes with the viewer's perspective. The unique, kaleidoscope-like appeal highlights the fusion of heritage and celebration, and is the perfect tribute to Royal Enfield's timeless, iconic, and evolving spirit.

HIMALAYAN MANA BLACK (Press Kit link)

A striking new version of the celebrated adventure motorcycle, the Himalayan Mana Black is inspired by the Mana Pass region, known to be one of the world's most formidable high-altitude routes.

The Himalayan Mana Black Edition channels the bold energy of the Mana Pass, 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.

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 mud guard 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.

SHOTGUN 650 X ROUGH CRAFTS DROP (Press Image link)

The Royal Enfield Shotgun 650 is more than a motorcycle - it's a statement of individuality. Inspired by custom, for custom, its modular design philosophy makes it a standout platform for customization and a perfect canvas for self-expression. Taking this inspiration forward, Royal Enfield today introduced the limited-edition - the Shotgun 650 x Rough Crafts Drop.

An opulent new expression of the motorcycle's custom-first philosophy, the newest edition, designed in collaboration with celebrated custom builder Rough Crafts, carries a distinctive design language inspired by the "Caliber Royale" custom build. Channeling the full custom details is a real gold leaf stripe, shadowed in grey runs across the body, accenting a bold gloss

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jet black and matt stealth black combination. A hand-cast solid brass tank badge anchors its identity, and is a direct replica of the badge on the custom build.

This edition also comes with other premium details including seats with real quilted leather that matches the pattern on the custom build, and unique to this edition- gold fork inner tubes that support the contrast cut alloy rims and bar end mirrors that further elevates its premium stance.

Limited to just 100 individually numbered units across India, Europe, North America, and APAC, the Shotgun 650 x Rough Crafts Drop stands as a collectible icon, that inspires desirability while reaffirming Royal Enfield's deep connection to the culture of personalization. Each unit will come with a unique, hand signed limited edition art print by Rough Crafts. Further information regarding the ownership process of this limited-edition motorcycle will be communicated shortly.

FLYING FLEA SCRAMBLER - THE URBAN EXPLORER HAS LANDED - [Press kit link]

Building on the commitment to keep moving forever forward, Flying Flea, the city+ mobility brand from Royal Enfield, unveiled the scrambler-styled Flying Flea S6 at EICMA 2025 today. Combining lightweight structure and refined design with off-road ability, the FF.S6 is an agile, versatile vehicle that pushes the boundaries of urban exploration.

Inspired by history and designed for the future, Flying Flea launched its first product - the elegantly-styled FF.C6 - at EICMA 2024. The new scrambler-styled FF.S6 follows the same ethos as the original Flying Flea motorcycles, which were purpose-built and airdropped via parachute for lightweight, all-terrain riding. The FF.S6 is deeply rooted in this DNA of lightness, agility, and adaptability.

The FF.S6 is a significant and natural addition to the Flying Flea portfolio - a perfect blend of historic authenticity and modern capability, engineered for the urban environment and beyond. It is a road-ready and trail-ready evolution of the brand, offering riders the freedom and flexibility required to navigate varied urban scapes.

The FF.S6 is a lightweight city+ explorer built for those who crave adventure, whether navigating unexplored city corners, nearby trails, or fun backroads. The motorcycle lends the perfect balance between agility and confidence across diverse terrain. Its scrambler capability is supported by a USD front fork, a chain final drive, and a staggered wheel setup (19-inch front, 18-inch rear). The ride and handling experience is elevated by a high-torque EV motor and a long, comfortable enduro-style seat.

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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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