

Royal Enfield showcases “VITA” and “Carolina Reaper” at the 33rd Annual Yokohama Hot Rod Custom Show 2025 in Japan

Both motorcycles custom-built under Royal Enfield's global custom motorcycle initiative “CUSTOM WORLD”



Yokohama/Chennai, December 11, 2025: Royal Enfield, the global leader in the mid-size motorcycle segment, showcased two exclusive custom motorcycles — VITA and Carolina Reaper at the recently concluded 33rd Annual Yokohama Hot Rod Custom Show 2025 (HCS2025), one of Japan's largest custom motorcycle shows.

The VITA is crafted by Yuichi Yoshizawa and Yoshikazu Ueda of Custom Works Zon, a custom factory based in Shiga Prefecture. They have garnered numerous awards at custom shows worldwide.

Carolina Reaper is created by Cheetah Custom Cycles, led by Tokyo-based artist and custom motorcycle builder Toshiyuki Osawa. The custom-build was showcased alongside multiple flat track motorcycles.

The VITA is built on the Royal Enfield Classic 650. The 650 twin-engine along with the transmission system proved to be the perfect canvas for this build. The engine package is mounted within a fully bespoke hard-tail steel frame, paired with bespoke classical girder fork and striking 26-inch modern wheels, achieving a dynamic fusion of old-school character and contemporary performance. The body incorporates mahogany wood elements and unpainted aluminum, creating a powerful visual synergy between metal and natural texture.

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The Carolina Reaper is based on the Guerrilla 450. Its design vision merges retro as well as modern, and pure-race performance with custom motorcycle artistry — inspired by the American flat track racers and race cars of the 1970s.



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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, Bullet 650 and the 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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