

## ROYAL ENFIELD X VALLON LAUNCH EXCLUSIVE CLASSIC EDITION MOTO AVIATORS

- *An exclusive collaboration celebrating classic design, moto-culture, and modern craftsmanship*
  - *Inspired by Royal Enfield's line of Classic motorcycles - Classic 350, Goan Classic and Classic 650*
  - *Designed and produced by VALLON - the expert eyewear brand favoured by global explorers.*
- Available exclusively on VALLON's official website*



**Chennai, December 04, 2025:** Royal Enfield and VALLON today announced the launch of Royal Enfield x VALLON Moto Aviators — a Classic edition lifestyle collection inspired by Royal Enfield's line of Classic motorcycles. The Moto Aviators draw inspiration from the distinct characteristics of the Classic 350, Goan Classic and the Classic 650— three motorcycles celebrated for their timeless charm, evocative design and bold colourways. The exclusive collection was first unveiled at Motoverse 2025 – Royal Enfield's annual celebration of the community, confluence of subcultures and all things motorcycling.

A tribute to the unmistakable silhouettes of the 1970s, the Moto Aviators reimagine an era defined by rockstars, rebels and free-spirited riders. While rooted in nostalgia, the collection embodies cutting-edge performance, offering riders eyewear that is as high on style as it is on safety. Lightweight, durable, and safety-rated, the aviators blend classic aesthetics with cutting edge technology and durability—bringing 70s soul into 21st-century motorcycling.



Each pair of Moto Aviators is crafted with ultra-light TR90® Grilamid frames (weighing just 29g) and ANSI Z87.1 safety-rated lenses, offering riders exceptional clarity and protection on every ride—from golden-hour cruising to night-time escapes.

Speaking about the collaboration, **Mohit Dhar Jayal, Chief Brand Officer of Royal Enfield**, said, "Motorcycling has always been shaped by rider subcultures — from the rockers of the 70s to the vibrant, diverse riding communities of today. That seventies era, with its raw, unfiltered moto-culture, didn't just influence motorcycle design—it also defined an attitude, a way of dressing and even the performance gear the riders chose. Aviators were one of the coolest symbols of that era. With our friends at VALLON, we are tapping into that sensibility once again. This partnership brings back the retro soul of those days to the present, reinterpreting it as super-stylish, high-performance eyewear for today's riders."

Sharing the excitement behind the partnership, **Richard & Marcus, Co-Founders of VALLON**, said, "Royal Enfield and VALLON share a deep respect for timeless style and high-performance craftsmanship. The 70s gave birth to icons—on stage, on screen, and on two wheels—and aviators became the symbol of that era. With Royal Enfield, we've revived that spirit for today's riders. This collection captures vintage soul and infuses it with modern-day performance."

### **Three shades. One Classic Spirit.**

Classic 350 – "Stay True" (Dark Tortoise–Green)

Inspired by Classic's timeless design, the Tortoise TR90® frame pairs with signature green GR-15 lenses and a chrome emblem paying homage to Royal Enfield's "Made Like A Gun" legacy. A timeless silhouette brought to life for the modern rider.



Moto Aviators 350



#### Classic 650 – "Stay Pure" (Black–Smoke)

A bold black frame with smoke-tinted safety lenses, engineered for speed, precision, and performance. The Classic 650 edition embodies motorcycling at its purest—clean, confident, and unmistakably powerful.



#### Moto Aviators 650

#### Goan Classic – "Stay Wild" (Dark Tortoise–Yellow)

Designed for free-spirited riders and sundown travellers, the Goan edition features vibrant NR-76 NightRider yellow lenses that shine in low-light conditions. A throwback to 70s exuberance with a tropical twist.



#### Moto Aviators Goan



Each pair is complemented by a Royal Enfield x VALLON leather pouch, a microfiber cloth, and a collector's box, all delivered in plastic-free packaging that reflects both brands' commitment to craftsmanship and conscious design.

## Availability

The Royal Enfield x VALLON Moto Aviators are available now on VALLON's official website <https://www.vallon.com/products/royal-enfield-moto-aviators>

### 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 2074 stores across all major cities and towns in India and through nearly 1212 stores in 80+ 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.

For further information, please contact: [corpcomm@royalenfield.com](mailto:corpcomm@royalenfield.com)

### About VALLON

Original eyewear that combines classic style with maximum performance. Like Tarantino, we pay homage to the past when creating something new. We design highly technical and innovative eyewear infused with a whole lotta soul, offering great value gear that also cleans up plastic waste with every pair sold. Trusted by explorers, adventurers, and outdoor enthusiasts around the world, VALLONs have crossed the oceans, traversed every continent, and reached the world's highest peaks. Protect your eyes in style #theVALLONway.