

Press Release
July 15, 2026

DROP ALERT: REGISTRATIONS OPEN FOR THE LIMITED EDITION ROYAL ENFIELD SHOTGUN 650 x ROUGH CRAFTS MOTORCYCLES

- **Only 100 units** available via an exclusive drop between **July 27 - 30, 2026**
- Global registrations open **July 15, 2026**



Chennai, India: Royal Enfield, the global leader in the mid-sized motorcycle segment, today commenced the registrations for its limited edition Shotgun 650, created in collaboration with the celebrated custom builder - Rough Crafts.

Inspired by the bespoke custom motorcycle 'Caliber Royale', this limited-edition Shotgun 650 was first showcased at EICMA 2025, followed by its showcase at Motoverse 2025, and has since generated excitement globally.

Limited to just 100 individually numbered motorcycles across India, Europe, North America and APAC, the Shotgun 650 x Rough Crafts Drop is a true collector's piece.

The exclusive, limited-edition Shotgun will be priced at INR 5,75,000/- (ex-showroom, India).

The motorcycle drop will be phased region-wise between July 27-30, 2026, as per the details below:

- July 27, 2026 | EMEA Sales Day | 7PM CET | Units: 25
- July 28, 2026 | Americas Sales Day | 10AM EST | Units: 25
- July 29, 2026 | APAC Sales Day | 7PM AEDT | Units: 25
- July 30, 2026 | India Sales Day | 7PM IST | Units: 25

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This exclusive drop will be available to Royal Enfield enthusiasts worldwide, with the first 25 customers in each region earning the privilege of owning this limited-edition Royal Enfield Shotgun 650.

To be eligible to participate on the sale day, users are required to register themselves in the Drop Zone on the RE App or on <https://www.royalenfield.com/in/en/motorcycles/shotgun-roughcrafts-edition/> between July 15, 2026, and July 30, 2026.

Born from a culture of custom motorcycles, the Royal Enfield Shotgun 650, with its modular design philosophy, is a perfect canvas for self-expression and a standout platform for customization. The collaboration with Rough Crafts brings forth exclusivity and craftsmanship, reflecting Royal Enfield's lasting connection with the culture of customization.

Speaking on the limited edition drop, **Adrian John Sellers, Head- Custom & Motorsports, Royal Enfield, said,** *"An elegant new expression of the Shotgun 650's custom-first philosophy, this latest edition carries a distinctive design language inspired by the 'Caliber Royale' custom build—aligning perfectly with Rough Crafts' signature black and gold aesthetic. With this limited-run motorcycle, we are proud to bring the artistry, craftsmanship, and understated yet aggressive silhouette of the original Rough Crafts custom build to our global community of riders, proving once again the limitless creative potential of the Shotgun 650 platform. This edition stands out as a collectible icon that inspires desirability while reaffirming Royal Enfield's deep-rooted connection to the culture of personalisation."*

Styled with a combination of Gloss Jet Black and Matt Stealth Black, the motorcycle features a striking Gold Leaf stripe with a subtle grey accent flowing seamlessly across its panels, complemented by limited-edition numbering on the tank. A cast brass collaboration badge, identical to the one adorning the original custom, reinforces its authenticity. The other premium additions, such as matching black bar-end mirrors, quilted leather seats, contrast-cut alloy rims, and gold fork inner tubes, elevate both desirability and road presence. In addition to the motorcycle, owners will also receive a numbered, limited-edition gold-on-black artwork of a Caliber Royale custom build sketch, designed and signed by Winston Yeh of Rough Crafts.

Caliber Royale was custom-built by Rough Crafts with the Shotgun 650 as its base. It featured stretched proportions, signature fairing, handcrafted finishes in gloss and matte paint, gold leaf accents, and minute changes to the frame. Taking inspiration from the Caliber Royale, the Royal Enfield Shotgun 650 x Rough Crafts Drop elevates the Shotgun's muscular stance with exquisite design elements.

Royal Enfield App is available on the Android Play Store and the iOS App Store. For more details, visit www.royalenfield.com or contact your nearest Royal Enfield dealer.

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 launched its first electric motorcycle, the FF.C6, as part of its city+ electric

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mobility 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 2,100+ retail outlets across all major cities and towns in India and through nearly 1,200+ retail outlets across 80+ countries around the globe. Royal Enfield also has two world-class technical centres in Bruntingthorpe, UK, and in Chennai, India. The company's four state-of-the-art production facilities are located at Thiruvottiyur, Cheyyar, 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

About Rough Crafts:

Rough Crafts is a professional design powerhouse specialising in custom motorcycles, graphic designing, product development and street art, blending them together seamlessly to create premier motorcycles. Known for their "menacing," minimalist, and dark aesthetics, they specialize in blending high-end fabrication with industrial design, often featuring matte/gloss black finishes, carbon fiber, and precise, aggressive silhouettes.

