

Royal Enfield Announces a New Wave of Apparel Launches at Motoverse 2025

Delhi, India – November 22, 2025: Royal Enfield today unveiled a series of new products at Motoverse 2025, marking a decisive expansion of its riding gear and Royal Enfield Collectibles portfolio. The launches, showcased at the brand's newly expanded MotoShop zone, underline Royal Enfield's continued commitment to designing purposeful gear and collectible pieces that reflect both the functional needs and the evolving aesthetic of today's rider.

The first major reveal of the day was the new Comic Helmet, a full-face helmet distinguished by its graphic-forward treatment and contemporary design. Developed for riders who want protection without compromising on individuality, the Comic Helmet introduces a bolder aesthetic to Royal Enfield's gear lineup. The helmet has been engineered with high-impact materials, multiple vents for improved airflow, and functional detailing intended to support long-duration riding while offering a distinct visual personality.

Alongside it, Royal Enfield introduced the Motowave X2, an upgraded Bluetooth communication unit created to support riders who depend on connectivity for navigation, calls and audio. The device offers improved battery life, clearer voice transmission and simplified usability, reflecting the brand's focus on technology that is built around predictable, real-world riding conditions rather than novelty. The Motowave X2 provides a streamlined, practical communication ecosystem for riders across touring and daily use.

Collectors and brand enthusiasts welcomed the new colourways added to the 1:12 Classic Scale Models, expanding the miniature series that has grown into a popular category of Royal Enfield Collectibles. In addition, bookings reopened for the 1:3 Classic Scale Model, now available in three new colours. Known for their high fidelity and craftsmanship, these scale models continue to serve as signature pieces for fans who see Royal Enfield as both a brand and a cultural icon.

Rounding off the announcements, Royal Enfield introduced the Motoverse Collection, a capsule range created exclusively for Motoverse 2025. The collection features apparel and accessories designed for this year's edition of the festival, offering attendees limited-edition pieces that capture the identity and visual language of Motoverse.

Yadvinder Singh Guleria, Chief Commercial Officer at Royal Enfield, said: *"Motoverse has always served as a reminder that our strongest cues come from the community itself. The enthusiasm, the experimentation, the way riders reinterpret our products; all of that shapes how we design new gear and collectibles. This year's launches carry that influence very clearly. They are practical, they are durable, but they also acknowledge the rider's desire to be seen and to express something personal. Bringing these products to Motoverse is our way of placing them directly within the culture that inspired them"*

The new products will be available at the Motoshop zone during Motoverse 2025, and will subsequently roll out across Royal Enfield stores and online platforms.

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About Royal Enfield Apparel:

Started in 2012, the Royal Enfield Apparel division was conceived with a single aim - to create an ecosystem around pure motorcycling and enhance the motorcycling experience. Safety is the prime consideration for Apparel, with three important parameters - protection, comfort, and style. It strengthens the Pure Motorcycling way of life and allows emerging aspirants and existing loyalists to express themselves with the brand in numerous new ways. Relevance and being accessible for the end-user are the other key attributes that Royal Enfield considers. Our apparel range consists of lifestyle apparel and protective gear.

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 new Himalayan adventure tourer, 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 more than 60 countries around the globe. Royal Enfield also has two world-class technical centers, 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 six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.

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