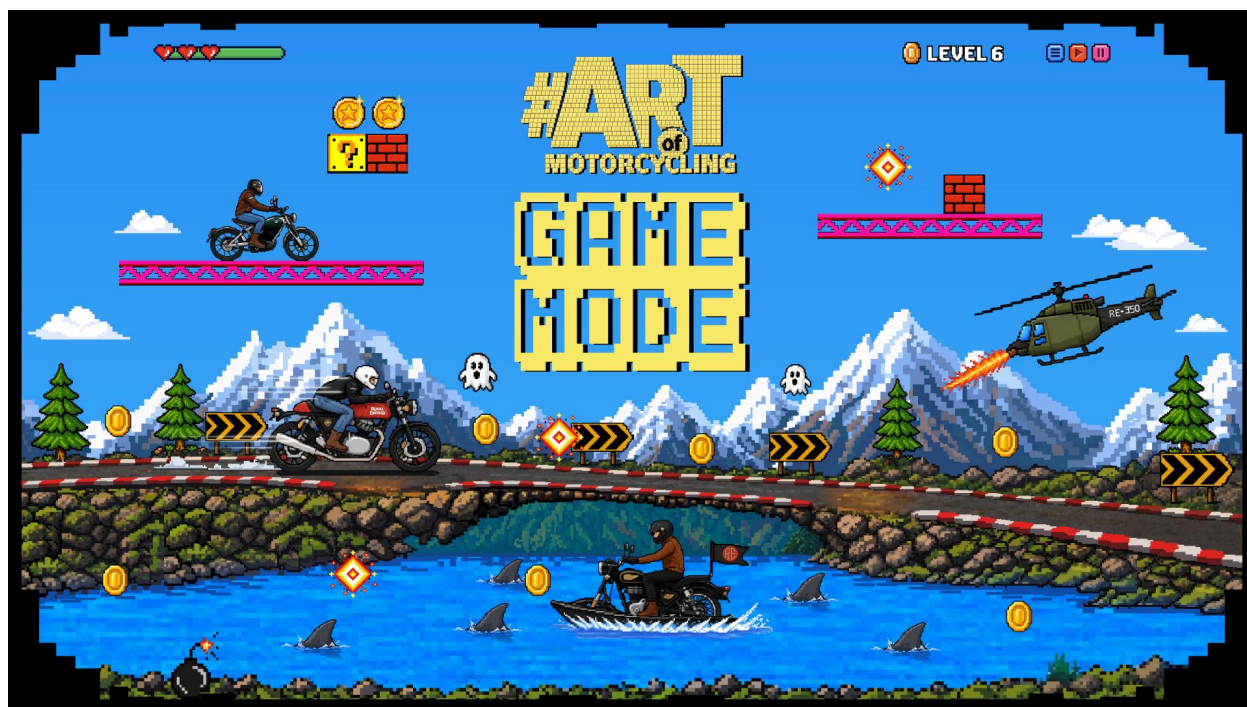


PRESS NOTE

GAME MODE ON! ROYAL ENFIELD ANNOUNCES SEASON 6 OF “ART OF MOTORCYCLING” WITH RETRO 16-BIT THEME

- The ‘Game Mode On’ theme invites artists to reimagine motorcycling through a retro gaming-inspired lens
- Registrations to close on 21 October 2026, and winners to be announced between 5 and 10 November 2026



New Delhi, August 28, 2026: Building on the success of its last five seasons, Royal Enfield's **#ArtofMotorcycling (AOM)** is back with Season 6. What began in 2020 as a grassroots initiative has evolved into a worldwide cultural movement to give artists, designers, and creative enthusiasts a platform to showcase their passion and celebrate the motorcycling way of life.

Season 6 will invite entries across 13 regions—India, Thailand, Indonesia, Australia, New Zealand, South Korea, Japan, Malaysia, Brazil, Argentina, Colombia, Mexico, and the UK—continuing to bring together illustrators, photographers, graphic artists, and other creative practitioners from across continents in a shared act of imaginative interpretation. The UK marks its debut in this edition, expanding the competition's reach into a new continent.

This year's **#ArtofMotorcycling** theme, *Game Mode On*, invites artists to reimagine the thrill of motorcycling through the nostalgic lens of retro gaming. In a world where creativity is the only cheat code, picture you and your motorcycle as the hero of your own game, and design a cover that brings this world to life—pixelated horizons and uncharted levels along with unheard soundtracks of the road.

Since its inception in 2020, #ArtOfMotorcycling has attracted over 150,000 registrations, evolving from a platform created to spotlight Indian artists into a truly global movement. In 2024, AOM made its international debut, opening the contest to artists across the APAC and LATAM regions. Today, the platform spans 13 countries and continues to expand its community of creators season after season — a testament to its growing resonance with riders and artists across the globe.

To spotlight creative talent across every age group, the 2026 edition unfolds across two distinct categories.

- **The Adults Edition (Global)** opens the stage to artists and illustrators from India, APAC, LATAM, North America, and the UK, welcoming both digital and hand-drawn entries. Submissions will first be shortlisted at the regional level before they compete globally. A Global Winners category will honour the best international entries, while a Riders' Choice award will put the spotlight back on the community—letting the Royal Enfield community vote for their favourite designs on social media.
- **The Kids Edition (India Only)** stays true to the brand's commitment to nurturing emerging voices, giving young artists a canvas of their own to bring the brief to life through hand-drawn artwork.

Shortlisted artworks on the country and regional level will be evaluated by a league of global jury; the global creative community will also have a voice in the decision-making process for the Rider's Choice category. The top seven designs (across regions) will receive an all-expenses-paid trip to Royal Enfield's annual community event, **Motoverse 2026 in Goa (November 27-29)**, where their artworks will be displayed on exclusive #ArtOfMotorcycling apparel.

Key Dates for Season 6:

- **August 28, 2026:** Registrations open
- **September 11, 2026:** Jury reveal & entry submissions begin
- **October 21, 2026:** Registration window closes
- **November 5 - 10, 2026:** Winners to be announced

How to Enter: Interested candidates can head over to the #ArtOfMotorcycling section on Royal Enfield's [website](#) **post 10:00 a.m. today** to register in their preferred category and download the design toolkit. They can then create their unique design and share it on Instagram, tagging [@royalenfield](#) using the hashtags **#ArtOfMotorcycling #ArtOfMotorcyclingGameModeOn**. The last date to participate is October 21, and the winners will be announced between November 5 and November 10.

Registration link: www.royalenfield.com/in/en/art-of-motorcycling

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 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 2100+ retail outlets across all major cities and towns in India and through nearly 1200+ 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 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

