



News for immediate release

ROYAL ENFIELD ANNOUNCE REVISED CLASSIC 350 LINE UP FOR EMEA

Gleaming new colours - Updated Features - Unwavering style

- ***The purest expression of Royal Enfield DNA, the Classic 350 stays true to Royal Enfield's mission of accessible elegance with UK prices starting at £4,459.***

24th January 2025 - Royal Enfield, the global leader in mid-size motorcycles (250cc-750cc), have redefined timeless elegance. The new Classic 350 traces its bloodline to the 1950 Royal Enfield G2—and this perfectly-proportioned silhouette has been in fashion ever since. In its gleaming new avatar, the Classic 350 continues to represent an era in which motorcycles had impeccable road manners and unforgettable style.

The Classic 350 will be available in four gleaming colour variants inspired by its past, present and future - **Heritage** (Madras Red), **Heritage Premium** (Medallion Bronze), **Chrome** (Emerald) and **Dark** (Stealth Black) with a host of seamlessly integrated feature upgrades, while staying true to its signature aesthetic and character.

New features include LED headlamp, LED pilot lamps, LED indicators, a gear position indicator has been added to the digi-analog instrument cluster and a type-C USB charging point added to the handlebars. All new variants of the Classic 350 for the European market will be equipped with dual channel ABS front and rear disc brakes, adjustable leavers and are compatible with Royal Enfield's class leading Tripper Pod navigation as an accessory fitment.

Speaking about the Classic 350, B Govindarajan, CEO, Royal Enfield, said, "The Classic 350 is a true embodiment of Royal Enfield's pure motorcycling DNA and has remained the purest expression of elegance, fine craftsmanship, ever-lasting style and beauty. Needless to say, that it has remained true to its character and essence through all these years, and it has also remained approachable for a wide range of riders. We have ensured that it continues to be all of this, as we launch the Classic 350 with new feature upgrades while maintaining accessibility and a plethora of personalisation options available through our range of Genuine Motorcycle Accessories."

The suite of Genuine Motorcycle Accessories for Classic 350 is purpose-driven and includes a range of bespoke options that have been designed for specific themes that allow the rider to enhance the form and function of the motorcycle as per their preference. Royal Enfield's motorcycle accessories come with a comprehensive 3-year warranty and are designed, developed and certified alongside the motorcycle.

Classic 350 test ride bookings and orders are available now from your local Royal Enfield dealership.

To find out more visit: www.royalenfield.com

Stay true. Stay Classic

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 the all-new Classic 650, Bear 650, Guerrilla 450, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the all-new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and Classic 350. 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 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 six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.