



ROYAL ENFIELD

The
Timeless Classic

A decade and beyond

Volume 4

HERITAGE

Colours

Chestnut was not just a colour that was created to replace the Maroon. It represented a connection to the legacy, in terms of being derived from the post-war shades of yesteryears. It harked back to an era where fit and finish along with technical excellence formed an integral aspect of what went into making any motorcycle stand out.





It is a well-known fact that it took multiple iterations by the paint-supplier to arrive at the exact shade that the design team had outlined, with many similar shades being rejected because they did not come close to what was envisaged. The brief outlined by the design team was very simple. It was always about what the Classic deserved to adorn.



Launched alongside Chestnut, was a refreshing Mint colour that completed the new range of the Classic 350s. Both these colours brought to life stories from the past, drawing from the rich heritage of Royal Enfield.



The 500cc Classics got themselves two new Chrome variants, namely Graphite Grey and British Green where a broad paint stripe adorned the chrome mudguards to add to the classic look of the motorcycle.

The
**REDDITCH
EDITIONS**





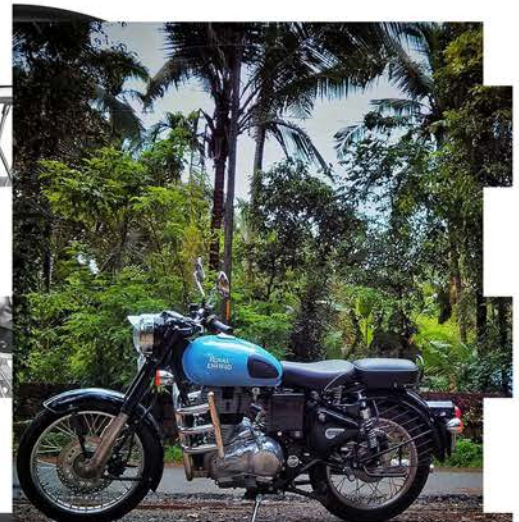
In 2017, the Classic 350 was launched in 3 new unique colours, namely Redditch Red, Redditch Green and Redditch Blue, that reimagined the shades on the 1950's and 60's motorcycles that first came out of Royal Enfield's plant in Redditch, a town steeped in British motorcycle making tradition. The introduction of the Redditch series on the Classic 350 was a reinforcement of the Classic franchise and its huge success across all our markets.

Apart from the 1950s style colours, the Redditch series also featured the Royal Enfield Redditch monogram, first used in 1939 on the prototype 125cc 'Royal Baby', a two-stroke motorcycle.





This new range of Classic motorcycles brought back a glorious era with their colourways taking their cue from the original tones. Complete with the monogram that is synonymous with many of the fine motorcycles of the period, this new collection is reminiscent of a decade that was a great time for Royal Enfield. For some markets, this colour scheme was even carried over for the 500cc motorcycles.



The black seat with the white piping on it was another design element that could be traced back to the motorcycles originally produced at Redditch, Royal Enfield's birthplace in the UK.



PURE MOTORCYCLING

