ROYAL ENFIELD

The Timeless Classic

A decade and beyond



The

PIONEERS

The first five: The Classic in its 500cc avtar was first showcased at Intermot in Germany in 2008 and subsequently went on sale in the UK and Europe after that. This motorcycle globally debuted with three colour variants. namely Teal Green (the flagship colour), Royal Maroon and Black. Extensive care was taken in developing the colour shades, so that they strongly resonated with the postwar era colour schemes.



The Battle Green variant sported a matt olive green paint finish, reminiscent of the wartime motorcycles. This was created specifically for international markets and featured decals that were inspired by the World War-II era decals on military motorcycles.



For the Indian market, a 350 cc variant with an exclusive Silver colour (alongside Maroon and Black) was introduced.

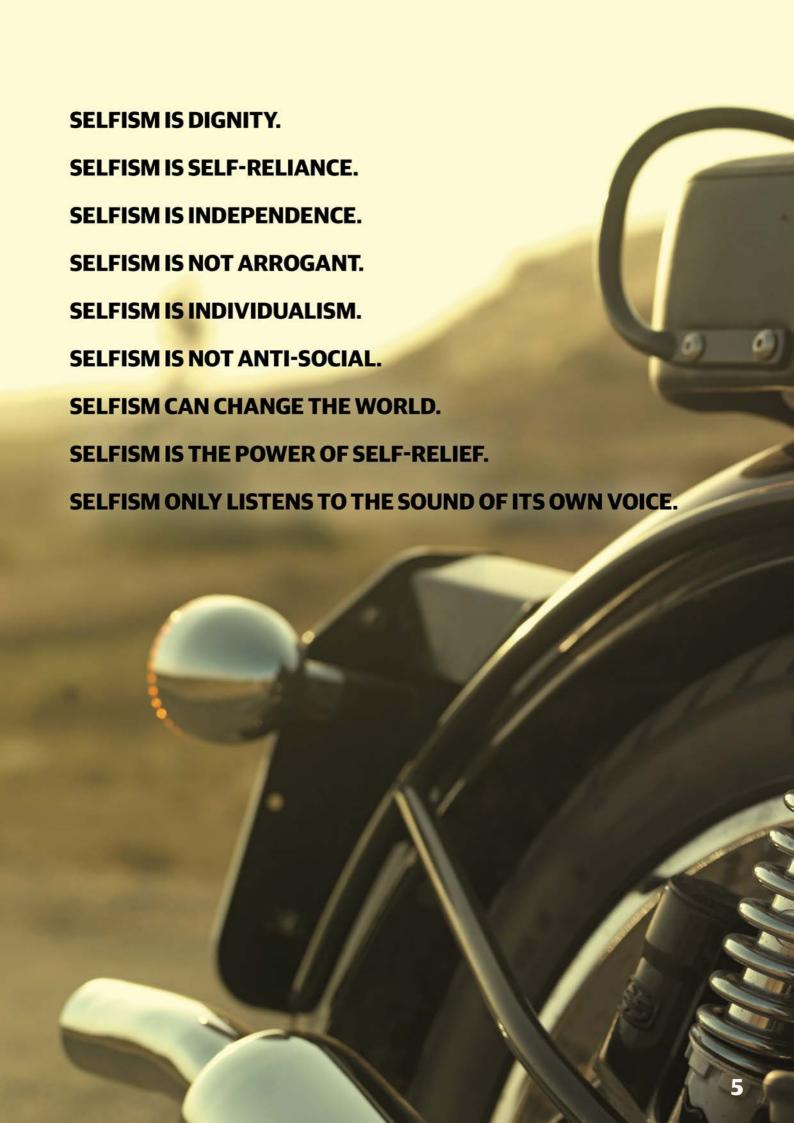
These were the pioneers, the first five Classics which saw the light of day. Amongst them the Teal Green held on to its flagship position for quite some time.



SELFISM

One look, and you can't take your eyes off the machine which redefined 'leisure motorcycling' for over a century. Based on the demand for a new look in motorcycle design, Royal Enfield created the Classic, imbued with 'Selfism', because "the relationship between an individual and his machine is a personal, spiritual one."









Two new 500cc motorcycles were introduced in 2011, adding panache with their distinctive styling and drop dead gorgeous looks and with performance to match.

The Classic Chrome followed the design philosophy of showing metal as metal, retaining the authentic post-war styling with chrome tanks, wide mudguards and an oval tool box, all adorned with oodles of glorious chrome. The shiny metal finish was significantly accentuated by the artistic paintwork on the tank.





The Desert Storm ignited the pride and excitement of the battlefield in the hearts of its riders. It drew inspiration from the World WarII era with its bold sand colour scheme. The matt finish paint and prominent monogram on the tank along with the thigh pads portrayed the grit and glory of a seasoned veteran and appealed to a section of riders who were drawn to the rugged and raw appeal.





PURE MOTORCYCLING

