

## Royal Enfield presents Himalayan - The most definitive motorcycle for the Himalayas, in Europe at EICMA 2016

*Also showcases existing motorcycle range for 2017 (Euro IV compliant)*

**Milano, Italy, November 9, 2016:** Royal Enfield, the fastest growing motorcycle brand in the world, presents **Himalayan**—a motorcycle purpose-built for adventure and touring in the Himalayas, in Europe at EICMA 2016. Bringing together 60 years of Himalayan riding experiences in a completely ground-up design, and powered by a new **LS 410** engine, the Royal Enfield Himalayan paves the way for a purer, non-extreme and more accessible form of adventure touring. Infact its off-road capabilities also make it adept for riding in city conditions as it does for treacherous mountain trails. The motorcycle was showcased in two colour options—Granite and Snow.

Introducing the Himalayan, **Mr. Arun Gopal, Head International Business** - Royal Enfield said, "Himalayan is the culmination of Royal Enfield's 60 years of enduring history in its spiritual home—the Himalayas. Our single biggest insight in all these years of riding has been that the best motorcycle for the mountains like Himalayas is not one that tries to dominate its landscape, but one that is able to go with its flow. Large adventure tourers that currently define this category, do not fare well in such terrains as they are very heavy, extremely complicated, intimidating and not really designed for the environment. With its purpose-built ground-up design, the Himalayan is a simple and capable go-anywhere motorcycle that will redefine adventure touring globally."

"We are extremely excited to showcase Himalayan in the European market, after launching it earlier this year in India. Its non-intimidating nature serves the purpose of a seasoned rider and at the same time opens the roads to many more people who will get the confidence that they can ride on and off the road less travelled. Functionally, the Himalayan's non-intimidating spartan design, a flat torque curve, accessible seat height and long suspension travel alongside the ease of ownership, make the Himalayan an extremely versatile motorcycle that is adept for long rides through tough terrains while equally being the definitive choice to navigate cities", **Arun added**

Explaining the features of the motorcycle, **Mr. Pradeep Mathew, Project Lead- Himalayan, at Royal Enfield** said, "Built on a rugged duplex split cradle frame designed and developed by Harris Performance, the Himalayan is stable and agile in equal parts. A strong mono shock rear suspension with linkage allows for longer travel and delivers a smoother ride experience regardless of terrain. The Himalayan's 220 mm ground clearance ensures it gobbles up obstacles comfortably be it in the Himalayas, rocky river beds or at stream crossings. An optimal wheel size combination allows for better

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control while riding over rocks and ruts. Needless to say the Himalayan will enable both the seasoned riders as well as riding enthusiasts to explore more with just one motorcycle”

The Himalayan is powered by a completely new and evolved overhead camshaft engine platform that forms the base for its new long stroke **LS 410** engine. The all new engine delivers high torque and usable power at lower RPMs. This makes for smooth riding in higher gears at lower speeds, making it easy to climb hills, or to maneuver through traffic. Modern design and materials of the engine translate to increased efficiency and low maintenance, and the engine can go 10,000 kilometers between oil changes.

Touring utility is built inherently into the Himalayan. A 15 liters fuel tank provides a long range of approximately 450 kilometers. Luggage mounting points, for hard panniers, soft luggage and jerry cans are integral to the motorcycle’s design. A simple instrument cluster keeps track of speed, direction, ambient temperature, travel time, service intervals and multiple trip distances. Most importantly, an ergonomical sync between footpegs, handlebar & seat height provide a comfortable upright riding posture that is necessary for long rides. An accessible 800mm seat height with lower mass-balance ensure ease of planting feet on ground for complete control. Royal Enfield Himalayan comes fitted with dual-purpose tyres that lend a confident grip and performance across a range of conditions. In addition to complete braking control, the 300mm front and 240mm rear disc brakes and Dual Channel ABS brakes help to reduce braking effort. Starting from the Bruntingthorpe airfield in UK to the race track in Sriperumbudur, Chennai, India; from off-road terrains to urban settings and then in real world riding conditions in the Himalayas; the Himalayan has been tested extensively by experts, for both off-road and on-road manners.

At EICMA, Royal Enfield also displayed Euro 4 compliant models of its evocative range of motorcycles which includes the iconic Bullet 500cc, the retro-street models- Classic 500cc and Classic Chrome, and the Continental GT (535cc) cafe racer. This entire range on display also comes fitted with ABS and is being made available across European markets now. Along-with the motorcycles, Royal Enfield also displayed its collection of apparel and accessories that includes purpose-built protective riding gear and moto-inspired urban protection range.

Royal Enfield, the oldest motorcycle brand in the world in continuous production is a part of Eicher Motors Ltd. In financial year 2016-17 Royal Enfield targets to produce over 675,000 motorcycles, to cater to the growing demand of its motorcycles globally, the brand is setting up its third manufacturing facility in India along with two upcoming tech centers - in UK and in India. By the end of FY 2018, Royal Enfield targets to produce 900,000 motorcycles from its three manufacturing facilities in India.

To know more about **#Himalayan** visit: [royalenfield.com/Himalayan](http://royalenfield.com/Himalayan)

**About Royal Enfield:**

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The oldest motorcycle brand in continuous production, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-size motorcycle segment in India with its unique and distinctive modern classic bikes. With its new manufacturing base in Chennai, India, Royal Enfield is able to grow its production rapidly against a surge in demand for its motorcycles. With more than 50% growth every year for the last 5 years, Royal Enfield is fast becoming a very important player in the global mid-size motorcycle market and is working towards re-inventing this space with motorcycles that are evocative and engaging and great fun to ride.

Royal Enfield's product line-up in India includes the Bullet, Classic and Rumbler models in 350 and 500cc displacement; and the Continental GT 535cc café racer. Royal Enfield operates through 17 company-operated stores and 580 dealers in all major cities and towns in India, and exports to over 50 countries across the world including the USA, UK, several European and Latin American countries, as well as the Middle East and South East Asia.

Royal Enfield also organizes and supports many motorcycling events and rides globally, more prominently the Rider Mania – an annual gathering of Royal Enfield riders from all over the world to the lovely beaches of Goa, and the Himalayan Odyssey, the most arduous motorcycle ride over some of the toughest roads and highest mountain passes in the Himalayas. Royal Enfield also conducts the popular 'One Ride' where people around the world ride out on their motorcycles on the first Sunday of April.

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