

ROYAL ENFIELD DEBUTS THE SHOTGUN 650 A MOTORCYCLE INSPIRED BY CUSTOM, FOR CUSTOM.

- A truly unique motorcycle born out of raw creative energy, mixed with anarchic custom culture and thoroughbred Royal Enfield DNA, the Shotgun 650 is the ultimate canvas for personalization ● From downtown, to out of town; it is a motorcycle that effortlessly transforms from a playful city motorcycle, to a planted a stable highway machine
- With Royal Enfield's proven 650 Twin engine at its core, the Shotgun 650 marries modern inspiration with distinctly Royal Enfield elements to create a contemporary interpretation of the brand

December 12, 2023: After a spectacular debut of a very special limited edition motorcycle at Motoverse 2023 - the Shotgun 650 Motoverse Edition - Royal Enfield today debuted the production version of the Shotgun 650. A stunning, one-of-its-kind custom inspired motorcycle, the **Royal Enfield Shotgun 650** will be available in four unique colorways - **Stencil White, Plasma Blue, Green Drill and Sheetmetal Grey**. The new Royal Enfield Shotgun 650 will be launched across global markets early next year.

Speaking about this motorcycle, **Siddhartha Lal, Managing Director & CEO of Eicher Motors Ltd.**, says "The Shotgun 650 is inspired by the work of our custom community and our years of work with them. It is a retro-futuristic interpretation of what a factory custom motorcycle with thoroughbred Royal Enfield DNA would look like. A shape-shifting machine that defies categorization, both in form and in spirit, the Shotgun 650 is something absolutely new and different. It is super fun to ride with confidence inspiring ride ergonomics and handles well in downtown city streets, through twisties and powers through straight highways. The Shotgun 650 is our attempt to bring niche and newer categories of motorcycles to growing enthusiasts of self-expression".

Built on Royal Enfield's globally **proven 650-Twin platform**, the **Shotgun 650** is a tribute to the culture of customisation and a new chapter in design for Royal Enfield with an exciting vision of the future. With its retro-futuristic design the Shotgun 650 pays homage to its precursor, the SG650 Concept - showcased at EICMA 2021- and celebrates creativity, acting as a blank canvas for customization and personalisation for thousands of riders across the world.

Commenting about the 'heart' of the new motorcycle, its engine, **B Govindarajan, CEO - Royal Enfield**, says, "The Shotgun 650 is a very unique motorcycle within our portfolio, but at its heart is the same Royal Enfield pure motorcycling DNA. The 648cc parallel twin engine that powers this machine is a characterful and versatile platform that is capable of adapting to any kind of riding form and format. On the new mould-breaking Shotgun 650, this engine fuels an extremely engaging and joyful ride with power for real world usage, strong mid-ranges and with ample torque across the board. We've thoroughly enjoyed creating and riding the Shotgun 650, and are super happy to present this to the world of motorcycle expressionists"

Royal Enfield has been synonymous with customization. The all-metal composition and simplicity of construction of Royal Enfield motorcycles make it the perfect canvas for personalization. Each Royal Enfield is unique and tells a story, expressing a rich and inspiring individuality. For decades these stories have been told by the customizing ecosystem. It is this custom builder ecosystem, and the passion for design aesthetics that brought alive the Royal Enfield Custom World, a that sparked the idea to experiment and build a concept of what a full factory custom Royal Enfield would look like, and the idea of Shotgun 650 was born in the form of the Royal Enfield SG650 Concept that was showcased at EICMA 2021. Rousing response and immense curiosity for the SG650 Concept among the world motorcycling community pushed the envelope further for Royal Enfield to

explore a production version of a motorcycle inspired by custom, for custom.

In the true spirit of customization, the new **Royal Enfield Shotgun 650** is a motorcycle defined by its rider. Its all new bodywork and stance is a blank canvas, defying traditional categorisation of motorcycling and taking on a personality of its rider. Its modular design enables it to switch between three modes—from single seater to double seater to luggage-carrying tourer, with ease. With the twist of a key, the pillion seat pops off, offering ultimate flexibility. For those seeking an engaging and aggressive ride, or for those looking for a more chilled out experience, the Shotgun 650 effortlessly obliges with its upright and confident riding position that encourages both, and adapts to the rider's mood and style of riding.

Speaking about the design and development journey of the Shotgun 650, **Mark Wells, Chief of Design**, said, "The story of Royal Enfield is one of customization. Our customers have been taking our motorcycles and personalising them for decades. Looking to that rich creative culture for inspiration, we unleashed our designers to ideate in that same spirit of unfettered imagination. The resulting design is both fresh and respectful of our heritage and a future vision of what a custom Royal Enfield could look like years down the road."

With the globally award-winning 650 Twin platform at its core, the **Shotgun 650** is loaded with a double barrel of fun. It is ergonomically optimised, with mid-set foot position, a low 795mm seat height and an intuitive handlebar position that give the rider a commanding sense of presence and control, while the floating single seat is both retro and modern at the same time. The Shotgun's specially tuned suspension with 43mm dia. separate function big piston Showa forks on the front, twin tube 5-step preload adjust RSU at the back, 1465mm wheelbase and a low centre of gravity come together to make riding in traffic, on highways and down twisty back roads equally fun, without compromising on comfort. Wide 18" front and 17" rear tubeless tyres, combined with 320mm and 300mm disc brakes, ensure a steady grip, keeping you engaged and in control at all speeds.

The **Royal Enfield Shotgun 650** blends retro-futuristic design with modern features. An LED headlamp fitted in a gorgeous custom, neo-modern nacelle stays true to the neo-retro fusion aesthetic while offering improved visibility. The motorcycle has a digi-analogue instrument cluster, which comes equipped with the Tripper navigation system and is designed to deliver all the information you need as you head out. The Shotgun 650 also comes with the newly launched Royal Enfield Wingman - an new, in-app feature that keeps you updated on the motorcycle's live location, fuel and engine oil levels, service reminders and more, all with the touch of a button. It also features a USB charging port to keep your devices charged on the go.

Carrying through with the concept of customization and personalization, a diverse range of 31 Genuine Motorcycle Accessories are available for the **Shotgun 650**. Designed to further highlight the aesthetic appeal of custom culture, bar end mirrors, a sculpted solo seat and contrast-cut billet rims, to name a few, are available. Also, customization is inseparable from lifestyle and so to compliment the spirit of the **Shotgun 650** a range of apparel has been developed to explore the future of the brand's apparel.

For the **Shotgun 650**, Royal Enfield is partnering with American apparel manufacturer, and the world's leading street based protective motorcycle apparel brand, **ICON Motorsports**. While more details will be announced later, this is the start of an exciting global collaboration between the two brands.

#Shotgun650 #ByCustomsForCustom

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 Meteor 350 and Super Meteor 650 cruiser, Interceptor 650 and Continental GT 650 twins, 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 five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina and Colombia.