



Royal Enfield

THE TWIN PEDIGREE



We are **not new** to the
TWIN ENGINE

Let's look at our past!!



The **Twin's** Past



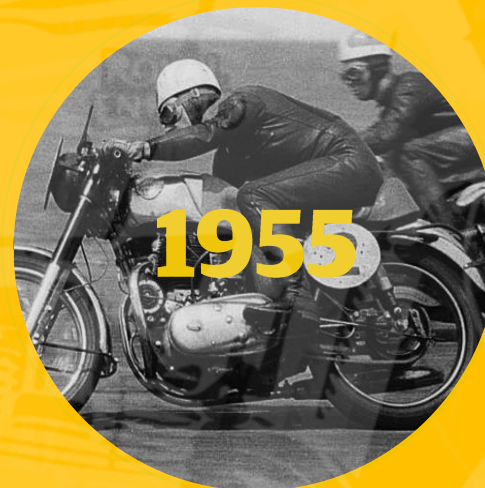
1948

The spiritual origins of our all new 650 Twin can traced to the 500 twin



1953

The US export market led to the development of a 692 cc, overhead valve twin.



1955

Super Meteor was introduced. It put out 40bhp at 5,500 rpm, which gave the Enfield a 100mph potential for the first time.



1960

Interceptor introduced with the 692cc vertical-twin and was sold in the USA and Canada

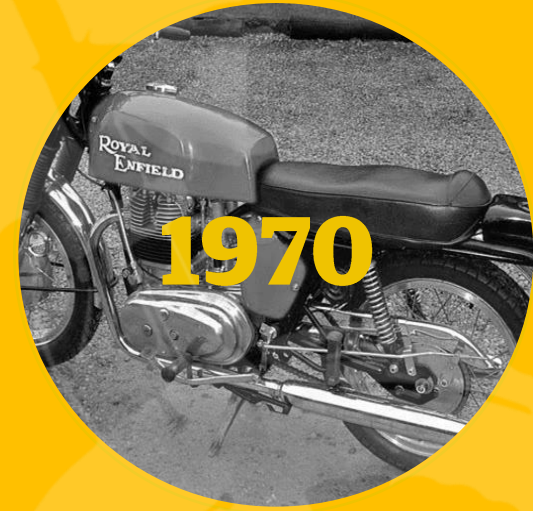
The **Twin's** Past



Series 1 Interceptor
introduced with the all
new 736cc twin
cylinder engine



Series 1A Interceptor
introduced with
changes such as coil
ignition, eliminating the
magneto.



Series 3 prototype
called the 800
Interceptor was
introduced with an
enlarged bore to
increase engine
capacity

TWO PRODUCTS

FROM

CULTURE

EMERGING

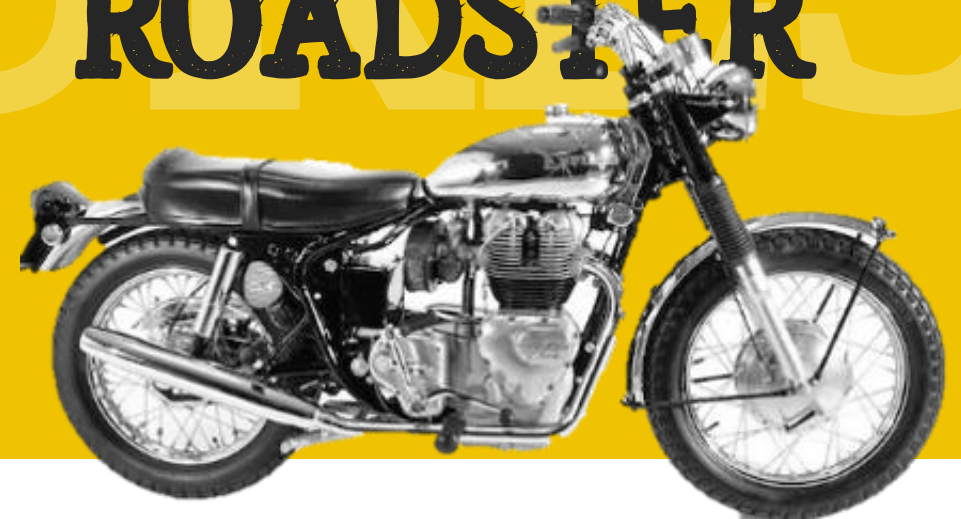
TWO

URLES

CAFE RACER



ROADSTER



TWO PRODUCT

FROM

CULTURE

CAFE RACER



Motorcycles originating in **1950s and 60s England**, used by working-class youths to go between **cafés in impromptu road races**

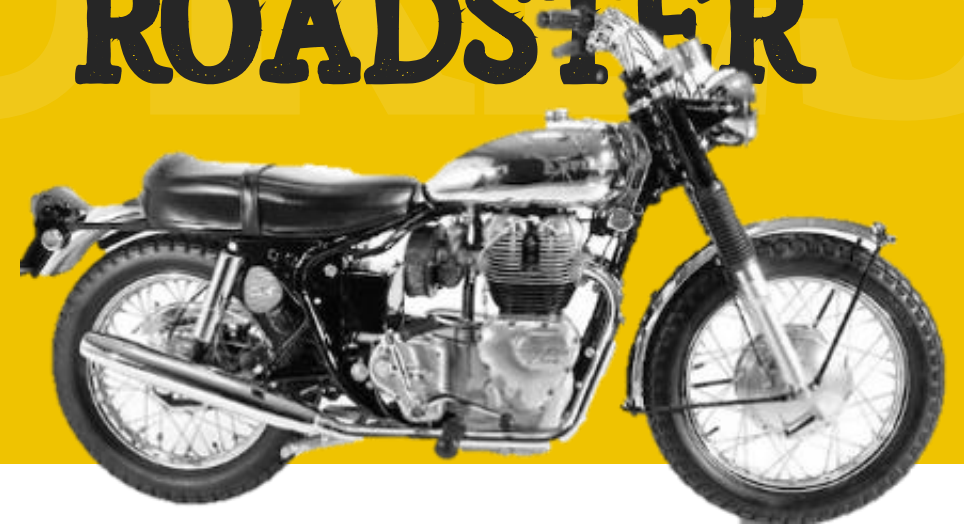
Upright, accessible
motorcycles with **timeless
style and laid-back
attitude**

EMERGING

TWO

UPDATES

ROADSTER



The **Twin** Pedigree



Continental GT



OUR RESPONSE TO THESE 2 PARALLEL STORIES



Interceptor



The **Twin** Pedigree



Continental GT

Café racer

Stripped down
Dedicated position
Sportiness



Interceptor

Roadster

Built up
Commanding position
Versatility





Product Pillars of
**Continental GT &
Interceptor**

01

**ALL-NEW STEEL TUBE
CRADLE CHASSIS**
Royal Enfield's first modern Twin

03

PREMIUM FIT & FINISH

Emphasis on
rider touch points (Foot pegs,
handlebars, seat, and the fuel tank)

02

**650CC, AIR - OIL - COOLED,
PARALLEL TWIN ENGINE**

Royal Enfield's first modern Twin





Technical Details

The Chassis





THE

THE WAY

CONTINENTAL GT



INTERCEPTOR



THE

TTW

CONTINENTAL GT



TTNS

Product Snapshot

KEY RIDER BENEFITS

Styling:

- Eye-catching
- Authentic cafe-racer with forward leaning stance

Ergonomics:

- Committed
- Thrill seeking riding position
- Low handlebars and rear-set foot pegs to enhance rider control
- Available in single seat or dual seat versions



Continental GT

Product

Snapshot

KEY RIDER BENEFITS

Ability

- Smooth and flexible twin-cylinder power delivery
- Agile and forgiving chassis that provides fun
- Exciting riding dynamics in all situations



Continental GT



Product Snapshot

BASIC TECH SPECS

- **Engine** - 650cc, fuel injected parallel twin
- **Power** - 47 Bhp @ 7250rpm
- **Torque** - 52 Nm @ 5250rpm
- **Wheels and tyres** - 18" spoked wheels, 100/90-18 (front) 130/70-18 (rear) tyres
- **Fuel tank capacity** - 12.5 Litres
- **Weight** - 198kg (kerb)

TARGET USE

- *Sporty rides, fun/leisure, city, countryside, commuting*



Continental GT



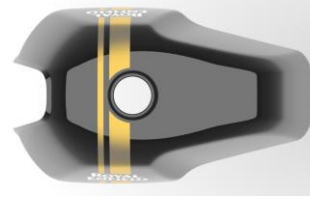
COLORWAYS

CONTINENTAL

GT

Standard Colourways

Black Magic



RE Gloss Black

Headlamp dome
Chrome

GT Silver

GT Silver

Gloss Black Fork
Bottom

Polished
Aluminium wheels

Side Panel Graphics (x2
LH/RH): GT Twin Sticker

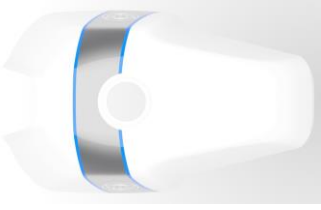
Standard Colourways

Sea Nymph



Custom Colourways

Ice Queen



Tank Graphics:
Dark Grey Stripe sticker with Blue pin-stripe +
Black RE monogram Sticker



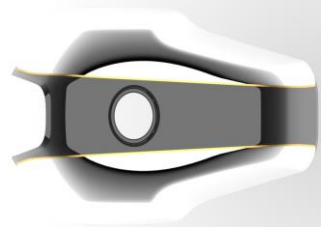
Custom Colourways

Dr Mayhem



Special Colourways

Mister Clean



Tank Graphics:
RE Black with Gold pin-stripe + Black RE
sticker

RE Gloss Black

Headlamp dome
Chrome

GT Silver

Tail Lamp
Mounting
Chrome

Black Fork
Bottom

Anodized Black
Wheels

Side Panel Graphics (x2
LH/RH): GT Twin Sticker



THE
TWIN

TWIN

INTERCEPTOR



Product Snapshot

KEY RIDER BENEFITS

Styling:

- Timeless and elegant roadster with upright stance

Ergonomics:

- Upright, comfortable, and relaxed riding position
- Easy reach to the handlebars
- Mid-mounted foot pegs
- Space for comfortable two-up riding

*Easy
got back*



Interceptor

Product **Snapshot**

KEY RIDER BENEFITS

Ability

- Smooth and flexible twin-cylinder power delivery
- Agile and forgiving chassis that provides fun
- Exciting riding dynamics in all situations



Interceptor

Product Snapshot

BASIC TECH SPECS

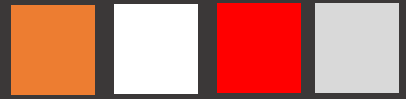
- **Engine** - 650cc, fuel injected parallel twin
- **Power** - 47 Bhp @ 7250rpm
- **Torque** - 52 Nm @ 5250rpm
- **Wheels and tyres** - 18" spoked wheels, 100/90-18 (front) 130/70-18 (rear) tyres
- **Fuel tank capacity** - 13.5 Litres
- **Weight** - 202kg (kerb)

TARGET USE

- *General, commuting, fun/leisure, city, countryside, touring/traveling*



Interceptor



COLORWAYS INTERCEPTOR



Standard Colourways

Orange Crush



Tank Graphics:
3D Badge

Headlamp dome
Chrome

Tail lamp
mounting
chrome

Orange Crush

GT Silver

GT Silver

Matt Black Fork
Bottom

Anodized Black
Wheels

Side Panel Graphics (x2 LH/RH):
Interceptor Twin Sticker

Standard Colourways

Silver Spectre



Custom Colourways

Baker Express



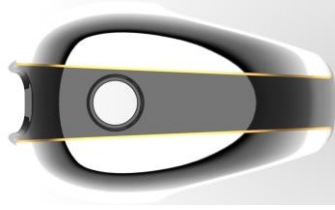
Custom Colourways

Ravishing Red



Special Colourways

Glitter Dust



Tank Graphics:
RE Black with
Gold pin-stripe
+ 3D Badge

Headlamp dome
Black

Tail lamp
mounting
Chrome

RE Gloss Black

GT Silver

GT Silver

Matt Black Fork
Bottom

Anodized Black
Wheels

Side Panel Graphics (x2 LH/RH):
Interceptor Twin Sticker



THE DIFFERENCE

BETWEEN

TWO

CONTINENTAL GT



INTERCEPTOR



CONTINENTAL GT

Lower, more dedicated

Slightly rear-set

Supportive, single-seat option

Longer, narrow rider interface



INTERCEPTOR

HANDLEBARS

FOOTPEGS

SEAT

TANK

Higher, more upright

Mid-mounted

Flat and comfortable

Rounded



CONTINENTAL GT

2122mm X 1024mm X 744mm

793mm

12.5L

198kg



INTERCEPTOR

2122mm X 1165mm X 789mm

804mm

13.7L

202kg



DIMENSIONS
(LxHxW)

SEAT HEIGHT

TANK CAPACITY

WEIGHT

Objections and Responses

01 WHAT ARE THESE NEW MOTORCYCLES ALL ABOUT? AND HOW ARE THEY DIFFERENT FROM EACH OTHER?

Powered by the NEW 650cc parallel twin engine, Royal Enfield is launching two new motorcycles The Continental GT 650 and The Interceptor 650, which mark the beginning of a new chapter at Royal Enfield.

Interceptor 650

- 1. Inspired by the 1960's original Interceptor, the NEW Interceptor 650cc is a highly capable and versatile "Roadster" with a comfortable and upright seating position.*
- 2. Its versatility and fun character allows for easy highway touring and city riding*
- 3. It is available with ABS and range of genuine motorcycle accessories*

Continental GT 650

- 1. Inspired by Royal Enfields 1960"s Cafe racer legacy, the new Continental GT 650 is a 'cafe racer' with a crouched and committed riding position.*
- 2. Its sporty ergonomics deliver fun and engaging rides in the city and on winding roads*
- 3. It is available with ABS and range of genuine motorcycle accessories*

Objections and Responses

02 WHY DID IT TAKE SO LONG TO LAUNCH THE MOTORCYCLES, WHILE THEY WERE UNVEILED AT EICMA LAST YEAR?

The Twins mark a new chapter for Royal Enfield, hence we wanted to be completely ready before introducing the products in the market. We wanted to be ready at three levels:

- 1. Manufacturing capacity: To cater to our current demands that are expected from the twins, having fully operational plants (both Oragadam and vallam) was critical*
- 2. Market readiness: Having the right retail readiness and aftermarket capabilities was absolutely critical*
- 3. Most important of all: The time that goes in testing and validation, to ensure that we are delivering to our brand promise*

03 IS THIS ALL NEW ENGINE? WHAT ARE IT'S HIGHLIGHTS?

Yes. This is our first 650cc motorcycle in India. It is the first modern twin; 4 stroke, single overhead cam, air-oil-cooled, 648cc parallel twin cylinder engine. Refer to the tech specification sheet for more details.

Objections and Responses

04 WHAT ARE THE COLORS AVAILABLE IN THE TWO MOTORCYCLES?

The motorcycles are available in 11 colourways. Both the motorcycles are available in three styling - standard, classic and custom colours.

*Interceptor 650 -Orange Crush, Ravishing Red, Silver Spectre, Chrome
Continental GT 650 - Ice Queen, Ventura Blue, Black Magic, Chrome*

05 WHAT IS THE PRICE OF NEW MOTORCYCLES?

The price for these motorcycles is yet to be announced. It will be announced at the time of launch in the country.

06 WHEN WILL THE MOTORCYCLE BE AVAILABLE FOR TEST RIDE, BOOKING AND RETAIL?

As you would have heard, Our Interceptor 650 and Continental GT 650 have just been launched globally, starting with the USA. We shall soon start the process of launching in each of our countries and the dates of the same shall be announced in the due course

Objections and Responses

07 ARE THERE ANY FINANCE OR EXCHANGE OFFER AVAILABLE ON THE TWINS?

Yes, we will definitely have both finance and exchange offers available for both Royal Enfield and non Royal Enfield owners. The details of which will be available closer to the launch.

08 WILL IT BE EXPENSIVE TO MAINTAIN?

All motorcycles and platforms made by Royal Enfield are created with the objective of being accessible, in terms of ownership, cost and fuel efficiency. Moreover The 650 Twin platform is a modern, efficient engine with low maintenance requirements.

09 WHAT ARE THE TECH SPECS OF THIS ENGINE - POWER, TORQUE ETC. ?

Please refer to the tech specs sheet.

Objections and Responses

10 WILL THESE MOTORCYCLES HAVE SIGNATURE ROYAL ENFIELD THUMP?

1. A twin engine, in essence, has different character as compared to a single
2. The intention was not to replicate the single engine sound and reproduce it for the twin.
3. The exhaust note of the twins is distinctive because of A single-piece forged crankshaft with a 270 degree firing order that offers better power delivery and deeper exhaust note

11 IS THE MOTORCYCLE DEVELOPED IN INDIA, OR THE UK?

Both the motorcycles are developed out of Royal Enfield's new Technical Centre in the UK, and the teams in Chennai, however the motorcycles will be manufactured in India.

12 HOW THESE MOTORCYCLES COMPARE AGAINST MOTORCYCLES LIKE KTM 390, TRIUMPH STREET TWIN, HARLEY DAVIDSON STREET 750?

All the motorcycles that you have mentioned of, are very good and capable motorcycles, however our uniqueness comes from our styling, best in class practicality and ease of ownership

Objections and Responses

13 WHAT WOULD BE WAITING PERIOD?

Our effort is to deliver the Motorcycles as quick as possible from the booking date. However the exact waiting period can be confirmed at the time of booking based on the production ramp up".

14 WILL THE NEW TWIN CYLINDER REPLACE EXISTING SINGLE CYLINDER ENGINES IN THE MOTORCYCLES?

No, The new Twin Cylinder will not replace the existing single cylinder engines in other Royal Enfield motorcycles.

15 HOW IS THE NEW CONTINENTAL GT 650 IS DIFFERENT FROM EARLIER GT 535?

This GT is far more powerful than the previous one and with ground-up design is a completely new product.



PICK YOUR *Play*

