

# ROYAL ENFIELD

**Royal Enfield Motorcycles Now Available In Canada**  
*'Inspired by the past, engineered for the future'*

## Canada

Royal Enfield, the world's oldest motorcycle company, is coming to Canada in 2010. The legendary Bullet is the longest production run motorcycle ever, continuously produced since 1948. Royal Enfield's newest lineup includes the Bullet Electra, Bullet Electra Deluxe and Bullet Classic. Although these bikes clearly retain the Royal Enfield fabric with their vintage 50s and 60s styling, they feature modern emissions and safety standards, as well as a renewed reliability and performance. With the accessories available to customize this lineup, Royal Enfield is one of the most versatile and stylish motorcycle companies today.



Royal Enfield offers one of the most environmentally responsible and economical choices for urban commuting. The British-designed Unit Construction Engine (UCE), tested and perfected in Italy and Japan, is the most efficient motor of any motorcycle achieving 85 mpg (2.77 L/100km). It is supported by Electronic Fuel Injection (EFI) and boasts 20% more power than previous AVL Bullet models. The UCE has an integrated engine, gearbox and clutch, reducing any friction between the tightly-knit movable parts and offering more efficient power transfer and more horsepower to the rear wheel. The EFI unit is manufactured by Keihin with the electronics hidden in the left toolbox for easy accessibility and to maintain the look of a classic single cylinder engine.

An automatic decompression system is used to relieve load on the electric starter motor when firing up. The new electronic ignition, automatic primary chain adjuster and hydraulically-adjusted valve lifters are key components to reduced maintenance.



With all the new improvements it was imperative that Royal Enfield retain “the beat”--the distinct sound of a long-stroke Single. To maintain this ingrained engine characteristic, engineers kept the 90mm stroke and 84 mm bore. At the core, the engine cases are now pressure die cast, leading to a much finer, stronger structure and vastly improved exterior finish over the old gravity-cast version. The iron-lined cylinder is alloy and the head uses modern, wedge-style combustion-chamber design taken from the last “lean-burn” update of the non-unit Enfield engine (Cycle World, March 2009).

Styling and customizing are what make Royal Enfield stand out in the motorcycle industry. The hand-made, all metal body of the Bullet Electra and Deluxe are designed after the world-famous 1955 model, with the Deluxe featuring combination chrome and hand-painted tank with rubber knee pads, and chrome fenders, air box and brake lever. The Bullet Classic encompasses the simplicity of our earliest 1950s machines. The Military will also be available for the spring of 2010. Royal Enfield also backs their product with an industry-leading two year, 10,000 km manufacturer’s warranty. With every model available for under \$10,000, it is hard to ignore the Royal Enfield lineup. Whether you are looking for a sidecar, a Cafe Racer kit, or just an old-fashioned solo seat, Royal Enfield motorcycles and accessories present riders the freedom to build a motorcycle unlike any other.

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Please visit us at [www.enfieldmotorcycles.ca](http://www.enfieldmotorcycles.ca) today for Dealer inquiries, updated launch dates and tradeshow appearance details.