



ROYAL ENFIELD REVS UP FOR ITS INAUGURAL VISIT TO CANADA

For Immediate Release (January 2010):

Abbotsford B.C.: The world's oldest motorcycle company, Royal Enfield, is coming all the way from jolly old England to Canada in 2010.

Continuously produced since 1948, the legendary Bullet is the longest production-run motorcycle in history. The newest line-up for this well-established brand includes the Bullet Electra, Bullet Electra Deluxe and Bullet Classic, each of which retains the vintage Royal Enfield '50s and '60s styling with updated modern emissions and safety standards providing renewed reliability and performance.

When it comes to urban commuting, Royal Enfield provides one of the most environmentally responsible and economic choices. The British-designed Unit Construction Engine (UCE) is the most efficient of any motorcycle, achieving 85 mpg. It is supported by Electronic Fuel Injection (EFI) and boasts 20 per cent more power than previous AVL bullet models.

Through all the improvements it was of utmost importance to retain the beat of its long-stroke single engine, widely considered to be the heart of this tried and true classic. To keep these bikes "humming along," engineers made key adjustments such as maintaining the 90mm stroke at 84mm bore and using pure die-cast engine cases.

What really distinguishes the Royal Enfield line of motorcycles is the style and wealth of customization options. The Bullet Electra and Deluxe were designed after the world-famous 1955 model, while the Classic embraces the simplicity of the early 1950's machines. Also look for "The Military" to charge on to the scene in March, 2010.

The latest and greatest from the world of motorcycles are on display at the 2010 Vancouver Motorcycle Show, running January 21 – 24 at TRADEX in Abbotsford. Admission is \$12.00 for adults, \$8.00 for youth (6-15), free for children (under 6) and \$32.00 for families (two adults, two youth). Show hours are 5 to 9 p.m. Thursday; 10 a.m. to 9 p.m. Friday and Saturday; and 10 a.m. to 5 p.m. Sunday.

For more information visit www.vancouvermotorcycleshow.ca.

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The Vancouver Motorcycle Show is owned by the MMIC and COHV.



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