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Edition #12

MARKETING MONDAY

The Royal Enfield Goan Classic 350



Royal Enfield has unveiled the **Goan Classic 350**, a motorcycle that **blends vintage design with modern technology**. Designed to capture the essence of Goa's vibrant, laid-back culture, this special edition boasts an exclusive color palette, hand-crafted detailing, and enhanced comfort for long coastal rides.

The launch underscores Royal Enfield's commitment to catering to riders who seek adventure and heritage, all while staying rooted in the brand's iconic identity.

#Designed for Riders

Royal Enfield has captured the essence of Goa with hand-crafted detailing and premium finishes. The bike exudes timeless appeal, blending tradition with modern engineering.



The Launch Buzz

Critics and fans alike have taken to social media. While many admire its aesthetic and nostalgic touch, others question the innovation, commenting, "Goa deserves something bolder!" Still, Royal Enfield's coastal-inspired launch event brought together enthusiasts, influencers, and media, proving the brand knows how to create a buzz.



The New Engine

The Goan Classic 350 is fuelled by our 349cc J-platform engine, which lends it its signature exhaust. With maximum torque of 27 nm and maximum power of 20.2 bhp, it delivers smooth acceleration and effortless riding in the city, along the coast or up a hill.



Heritage Meets Horizon

In a competitive two-wheeler market, can Royal Enfield's focus on heritage attract the younger, tech-savvy crowd?

With its nod to Goa's cultural heritage—reflected in old Portuguese-style buildings and charming streets—the Goan Classic 350 has become a true conversation starter. Will it steer into the future, or stay parked in the past?



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Source: Bikewale.com