



91 YEARS OF BULLET HISTORY

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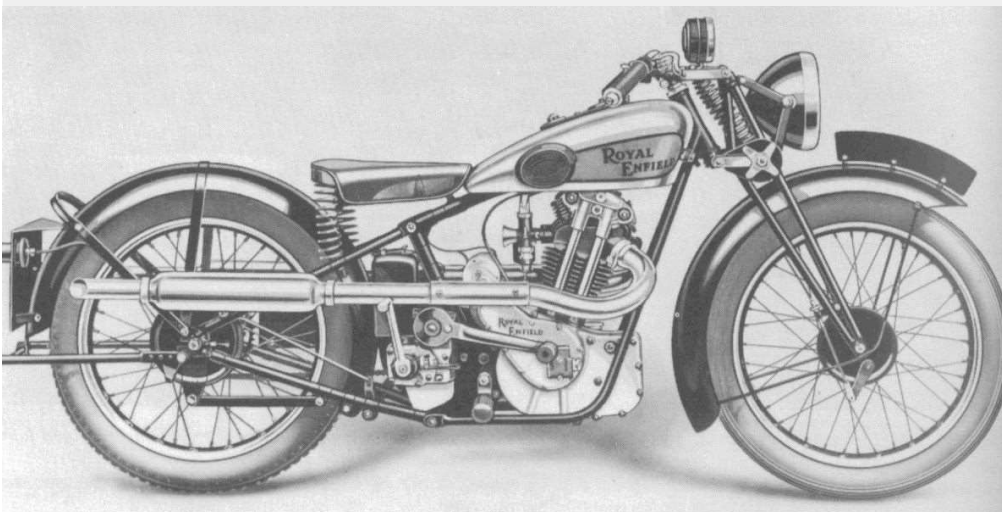
1932

November 1932

3 Bullet Models were unveiled 250 BO, 350 GS & 500 LF

These models boast technological advancements like:

- Inclined Sloper Engines
- 4 Speed Foot Change Gearbox
- Aluminium Oil Bath Cases
- Amal Pump Carburettors



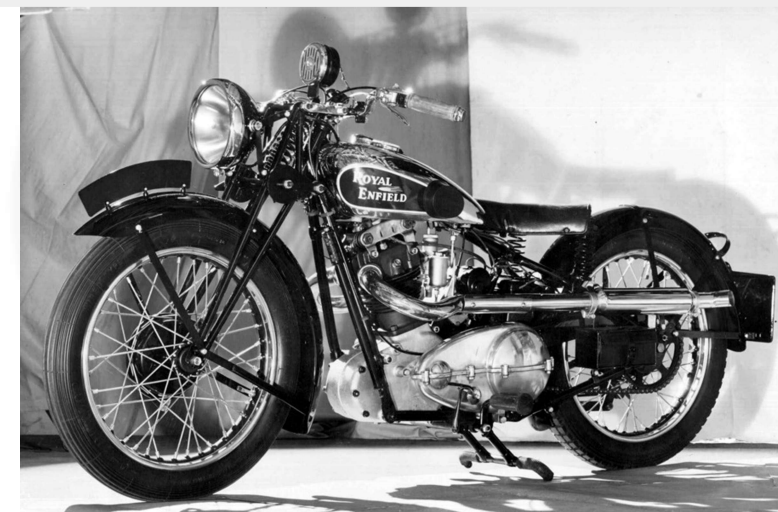
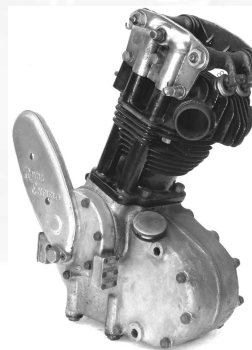
1933

500 LF Bullet (same as 1932)

- 4 valve cylinder head
- 25 BHp - 90 Mph

New Factory racing kit tunable to

- 29 Bhp - 100 Mph
- 1/4th mile - 9.1 sec



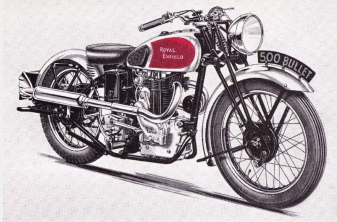
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1936

Model JF - 500 Bullet

- 4 valve cylinder head
- Bronze cylinder head optional for competition



MODEL JF "500 Bullet." 499 c.c. Four-Valve O.H.V.

1937

250cc & 350cc Bullets

- Semi-enclosed rocker gear
- Optional Close/Wide Ratio Gearbox

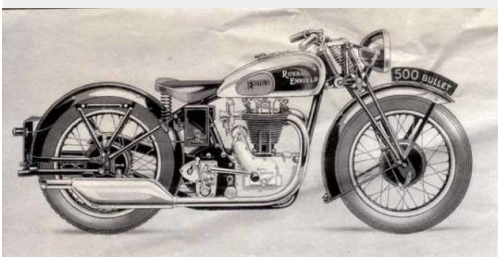
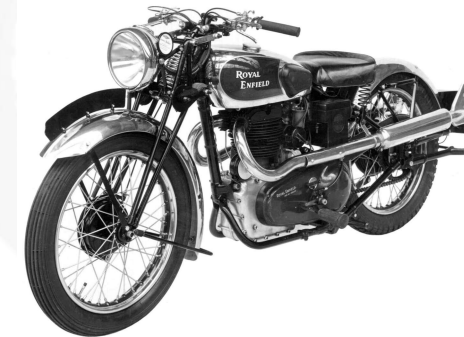
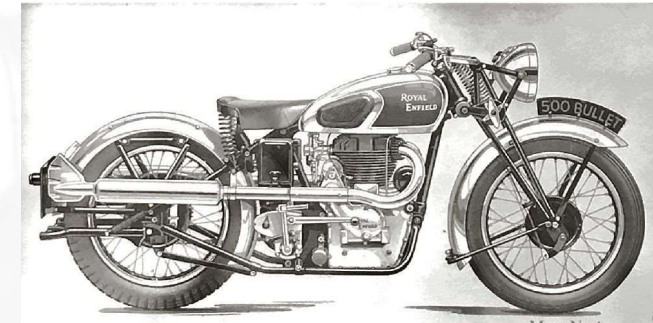
Both were very successful in reliability trials

1938

Model J2 - 500cc Bullet

- Fully Enclosed rocker gear
- Pressed Steel Chaincase
- Hi-level pipes

MODEL J2. "500 BULLET."



MODEL JF
"500 BULLET"
499 c.c. Four valve
ANNUAL TAX - 45/-



ROYAL ENFIELD

CASH PRICE
57 Guineas

including MAGDYNO Lighting Set
or by Gradual Payments.

ManxNorton.com

December 1937 THE WIND CYCLE

Royal Enfield

Swept the Board in 1937!

for the year a total of **37** Trophies in 16 Open Trials!

6 GOLD MEDALS IN THE INTERNATIONAL SIX DAYS TRIAL

5 PREMIER AWARDS

MITCHELL MEMORIAL CUP

COTSWOLD SOLO CUP

BEMROSE TROPHY

CLAYTON TROPHY

BRITISH EXPERTS TRIAL WINNER OF SOLO CLASS

A Royal Year for Royal Enfield

Terrific speed and acceleration with amazing road-holding qualities.

ENGINE - 499 c.c. single cylinder. Bore and stroke 84 x 90 m.m. Tuned engine with high compression piston. Four overhead valves operated by push rods and roller bearing rockers. Separate tappet adjustment for each valve.

SILENCERS - New and most efficient absorption silencers. Upright exhaust pipes and silencers can be fitted if desired without extra charge.

LUBRICATION - Royal Enfield dry-sump circulation system, oil contained in crankcase.

CARBURETTOR - Twist grip control to throttle, handlebar lever control to air slide.

GEARBOX - Heavyweight four-speed with positive change foot control. Standard ratios - Solo, 5, 4.5, 9 and 13.9 to 1. Sprocket 5.8, 7.6, 10.4 and 16.1 to 1.

FRONT FORK - Tubular type with hand controlled shock absorbers and steering damper.

IGNITION AND LIGHTING SET - Lucas 6-watt Magdyno electric lighting and ignition set, gear-driven from engine. Large factor mounted battery. Control panel in tank.

BRAKES - Internal expanding front and rear 4 1/2" diameter. Rear brake with oil-bathed adjustable iron drum. Front chain totally enclosed in full cast case.

TRANSMISSION - With knock-out spindle enabling inner tube to be changed without removing the wheel.

REAR WHEEL - 26 x 3 1/2" rear.

TYRES - Dunlop, 26 x 3 1/2" front, 26 x 3 1/2" rear.

STANDS - Front and rear, lever of spring-up type.

FINISH - Best quality black enamel. Tank chromium plated with mascot panels. Bright parts chromium plated.

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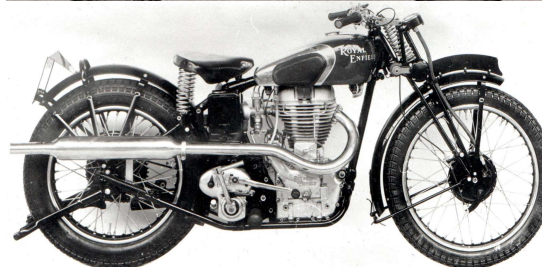
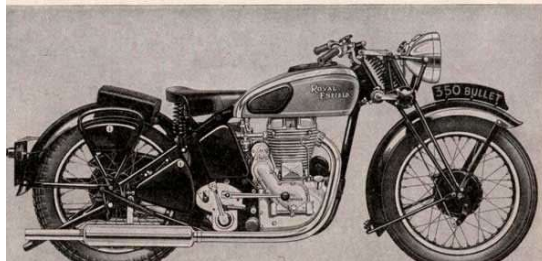
1939

Model G - 350cc Bullet

- All Aluminium Engine
- Road & Trials Version

MODEL G ("350 Bullet").

ENGINE	- 346 c.c. specially tuned single cylinder O.H.V. engine. Bore and stroke, 70 x 90 mm. High compression piston, totally enclosed valve gear, automatically lubricated. Aluminium alloy cylinder barrel with "Yacrit" iron liner, aluminium alloy cylinder head with austenitic iron valve seat inserts.	REAR WHEEL	-
CARBURETTOR	Amal needle type. Twist grip control. Large air filter excluding dust and grit without causing loss of power.	TYRES	-
IGNITION AND LIGHTING SET	Lucas 6-volt Racing Magneto Set with automatic voltage control. Electric horn. Dynamo gear-driven from engine.	BRAKES	-
FRAME	- New short wheelbase cradle frame.	MUDGUARDS	-
FRONT FORK	- Special light tubular type with hand controlled shock absorbers and steering damper.	HANDLEBAR	-
GEARBOX	- Heavyweight four-speed with positive foot change and folding kick-starter pedal. Standard ratios: Solo, 5.5, 7.2, 9.9 and 15.3 to 1. Sidecar, 6.5, 8.5, 11.7 and 18 to 1. Special ratios for Trials, Scramblers, etc., to order.	SADDLE	-
TRANSMISSION	Primary chain totally enclosed in oilbath case.	EQUIPMENT	-
		FINISH	-



1948

Prototype 350cc Trials Bullet

- Swinging Arm Suspension becomes a sensation
- Gearbox bolted to Engine - Semi Unit Construction

Surprise entrant in Colmore Cup Trial in Feb 1948



1948

ISDT - International Six Days Trial San Remo - Italy

Royal Enfield Team Riders

- Charlie Rogers,
- Vic Brittain
- Tom Ellis on Prototype 350cc Bullets
- Jack Stocker on 500cc Model J

Great Britain won the trophy with 3 Gold Medals for Royal Enfield Riders in ISDT



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1948

Earls Court Motorcycle Show Nov, 1948 - London

Post War Bullet launched

- 70 x 90mm bore-stroke
- Double Acting Plunger Oil Pumps

Goes on sale in 1949. The frame design will remain unchanged for the upcoming 60 years thanks to adoption in India



1949

1949-1962

Johnny Brittain on his famous “HNP 331” 350cc Trials Bullet won many events cementing Bullets legacy

- ISDT (International Six Day Trials) - 13 gold medals
- British Experts Trial - 2 Times
- The Tough Scott Trial - 2 Times
- The renowned Scottish Six Days Trial - 2 Times

Overall, he won over 50 major Championships during this era.



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1952

Continuous wins in trials established Bullet as a go anywhere motorcycle.

Caught the eyes of Indian Army,
500 Bullets ordered

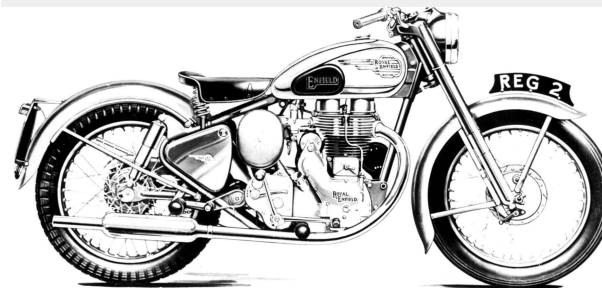


1955



Redditch Company partners with Madras Motors in India to form **"Enfield India Ltd"**

New factory is set up at Thiruvottiyur (TVT), near Madras



1955

Bullets were shipped as kits from Enfield Redditch & completed in TVT factory.

163 motorcycles completed in first year



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1970's

Bullet's armed forces connection in India is well established. This association helps catapult sales.

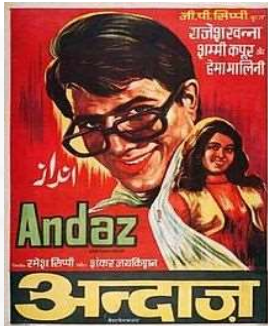
Indian customers see "Bullet" as a premium product



1970's

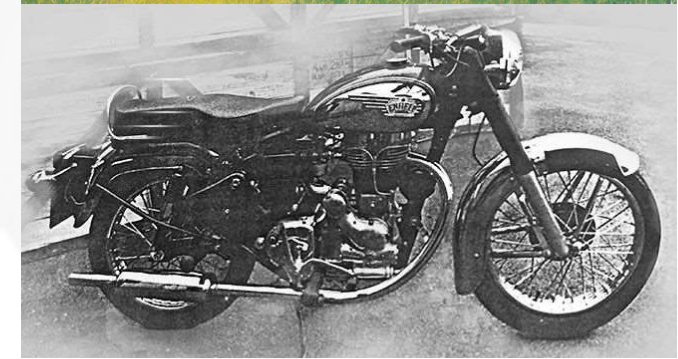
Slowly gaining popularity, Bullets start to appear in popular Hindi movies like:

"Andaaz, Jawani Diwani, etc."



1977

India made "350cc Bullet" starts being imported to UK & Europe



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1989

“500cc Bullet” launched in 3 variants - Standard, Deluxe & Superstar. Mainly sold in International markets.

Superstar variant had a

- Separate headlight
- Instrument Cluster
- Front Disc Brake (first time for Enfield)

Bullet 500. A bike for all seasons.



1994

Eicher group acquires Enfield India & renames it to “Royal Enfield”



1995

”Bullet US Classic : 350/500/535cc” specifically prepared for US market with left foot gear shift & right foot brake made via simple cross-over operating rods



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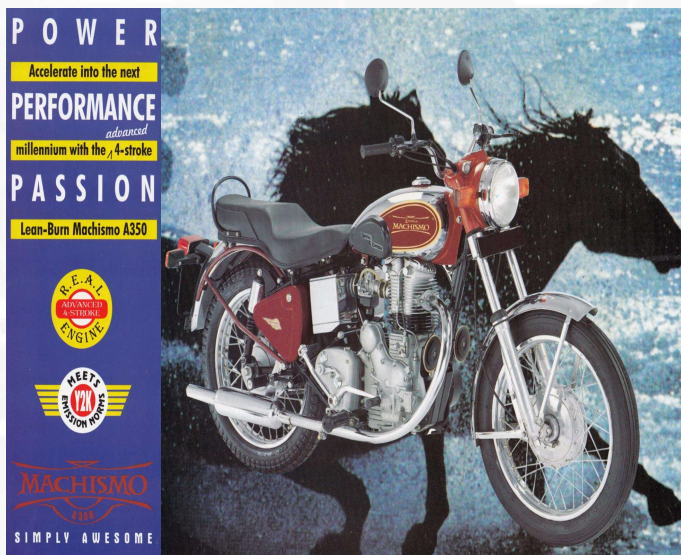
1997

40 Bullet riders climb the highest motorable road “**Khardung-La**” in the **First Himalayan Odyssey**



1999

“**A350 Machismo**” is introduced with a new lean burn engine. The engine is developed by Austrian design & engineering company AVL for higher efficiency & lower emissions



2001

Indian Army Signals Corps motorcycle display team create a “**World Record**”. **201** men on 10 Bullets travelled for 129m.

350cc Electra goes for sale in India with optional front disc brake. 500 Electra goes for international markets.



Make way for the new Bullet Electra.



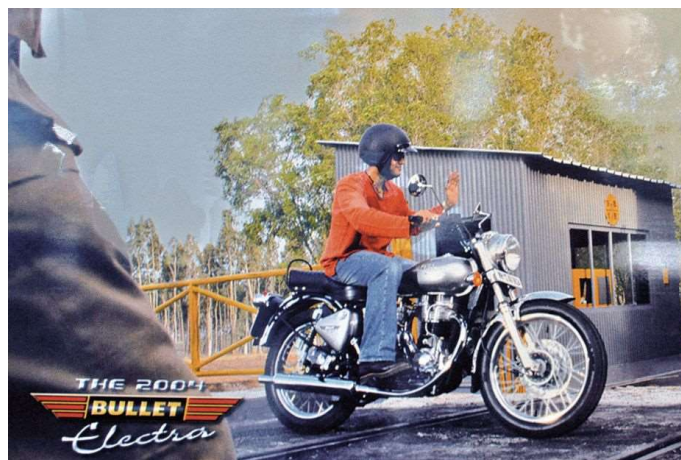
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2005

“Bullet Electra 5S Dual Tone”

is introduced as a limited edition to celebrate Royal Enfield’s 50th anniversary in India. New marketing initiatives make the Bullet brand stronger.



2008

“UCE Engine”

is unveiled in India. **500 Bullet Classic** is launched with the new engine in International markets but not in India.



2009

“Classic 350 UCE”

is launched in India. Bullet and Classic now become separate brands. The retro-styled Classic version immediately achieved cult status and sales grew rapidly.



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2010

” Bullet 350 UCE”

is launched in India & becomes an instant success. Standard Bullet continues to be produced with CI engines and is slowly phased out by 2011.



2010+

“**Bullet**” became the true image of Royal Enfield & is preferred by purists around the globe. Time to time features were updated as per norms - Disc Brake, Emissions, AHO, Single Channel ABS, etc.



2020

Bullet 500 UCE is discontinued. BS-VI versions are introduced.

The Classic 500 ‘Tribute Black’ goes on sale across Europe. The limited edition of 1000 units were quickly snapped up.

Bullet 350 UCE continues to be made until 2023.

