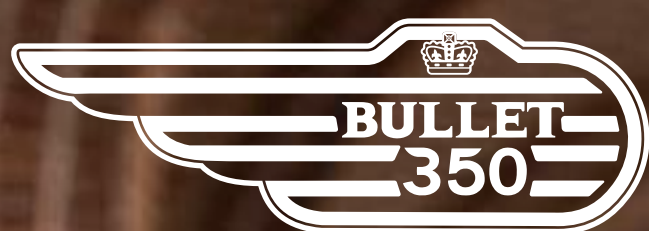


ROYAL ENFIELD

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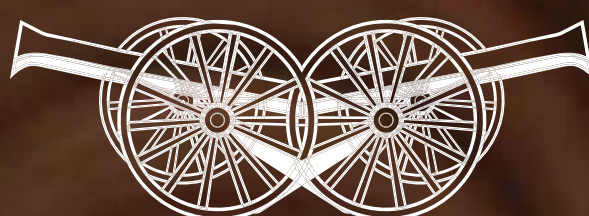
Bullet



meri



jaan



Nine decades of unbroken tradition.  
Nine decades of resilient service—through wars and  
weddings, mountains and gullies. Like its riders, this  
legendary machine is made of soul, sinew and steel.

**The 2023 Bullet.**  
**New heart. Same beat.**



# BLOODLINE

Most motorcycles come and go, but a chosen few become icons. The Bullet 350 isn't just a machine. It's a legend with a legacy of over nine decades. It has carried generation after generation of riders to the most important moments of their lives. Today, its history gleams as bright as its gold pinstripes, each stroke a testament to the Bullet's valor and spirit.



# STEEL

An iconic silhouette, a steadfast chassis and an unwavering heart. In the last ninety years, the Bullet 350 has established itself as a resolute ally for the bravest of the brave. From the unforgiving battlefields of the 20th century to the most treacherous terrain of the Himalayas, it has proven its resilience over and over, becoming a symbol of strength and fortitude.



# HEART

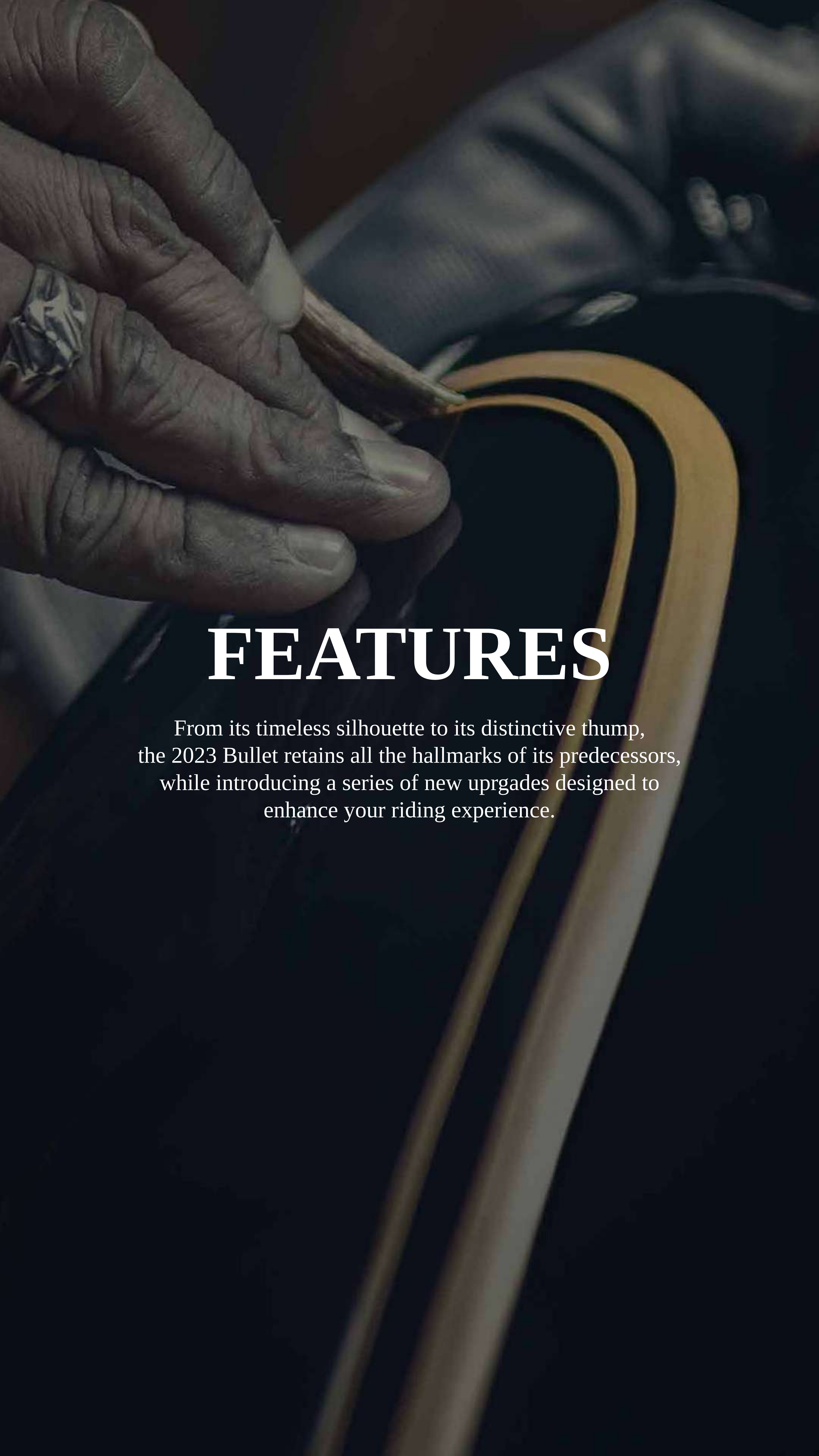
The heart of the Bullet 350 is more than just metal and machinery. It's strength, stoicism and pure soul. All of this remains unchanged even as the motorcycle shifts on to our J-platform. A brand-new, 349cc engine delivers dollops of torque, even down low on the rev range, and a crystal clear thump that hits the spot every single time.



# BACKBONE

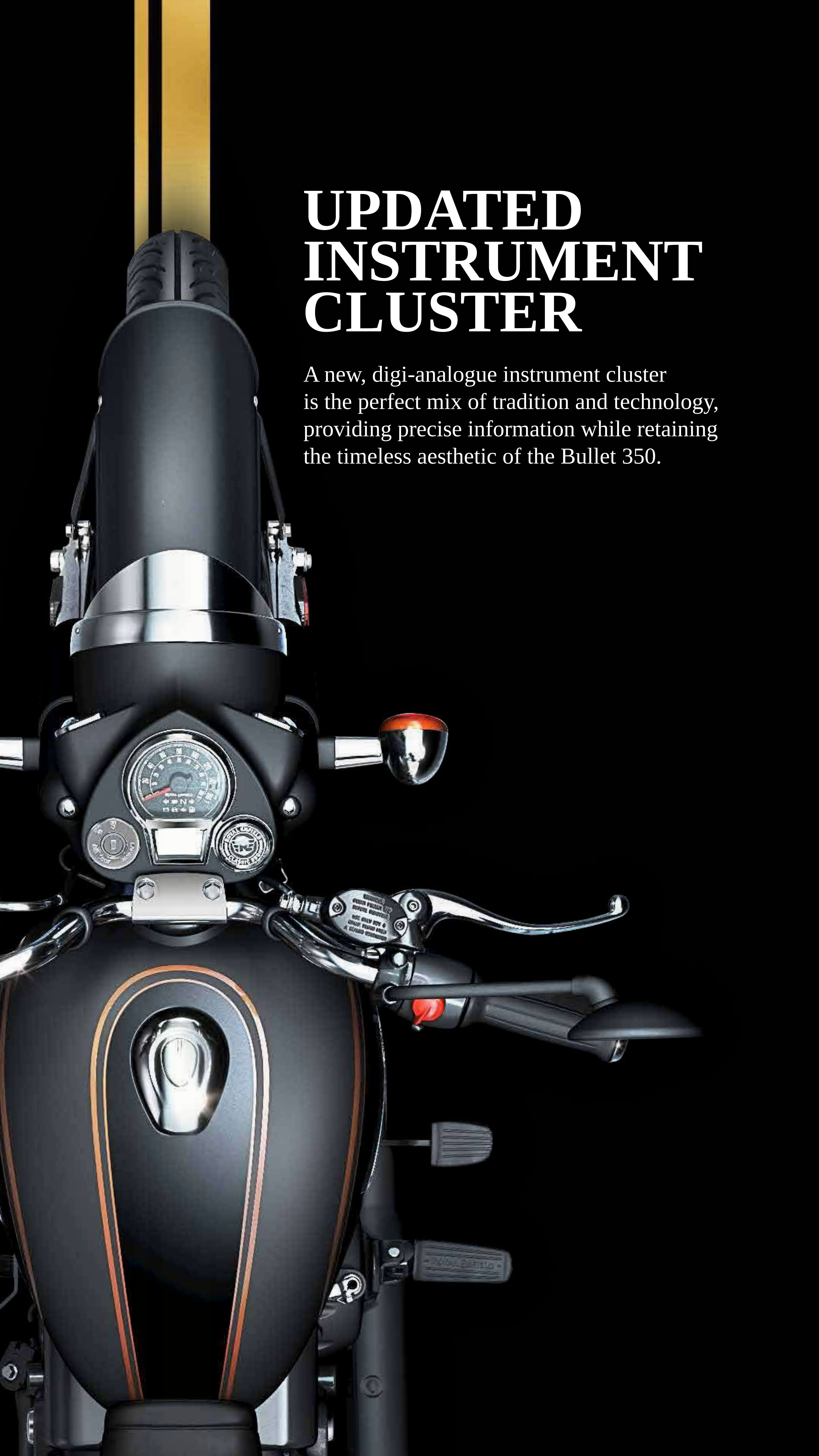
The 2023 Bullet maintains its signature undaunted, upright riding stance. The new, redesigned twin downtube cradle frame, with a 19" front and 18" rear tyre, promises greater confidence and a more grounded riding experience on every ride.





# FEATURES

From its timeless silhouette to its distinctive thump, the 2023 Bullet retains all the hallmarks of its predecessors, while introducing a series of new upgrades designed to enhance your riding experience.

A front-facing view of a Harley-Davidson Bullet 350 motorcycle. The bike is black with gold pinstriping on the fuel tank and a gold stripe on the fairing. The instrument cluster is centrally located, featuring a speedometer, a tachometer, and a digital display. The handlebars are chrome, and the mirrors are black. The background is black.

# UPDATED INSTRUMENT CLUSTER

A new, digi-analogue instrument cluster is the perfect mix of tradition and technology, providing precise information while retaining the timeless aesthetic of the Bullet 350.

# DUAL CHANNEL ABS

Engineered to take on every challenge, the anti-braking system with 300mm front and 270mm rear disc brakes allows you to ride steady and halt smoothly, even on the roughest of roads.



# ALL-NEW SEAT

The reimagined signature single bench seat has more space and improved under-thigh support, ensuring complete comfort on both quick trips and long journeys.



# ROTARY SWITCH CUBES

New and improved rotary switch cubes retain the tactile satisfaction of old-school cubes while making it easy to power up or take off.



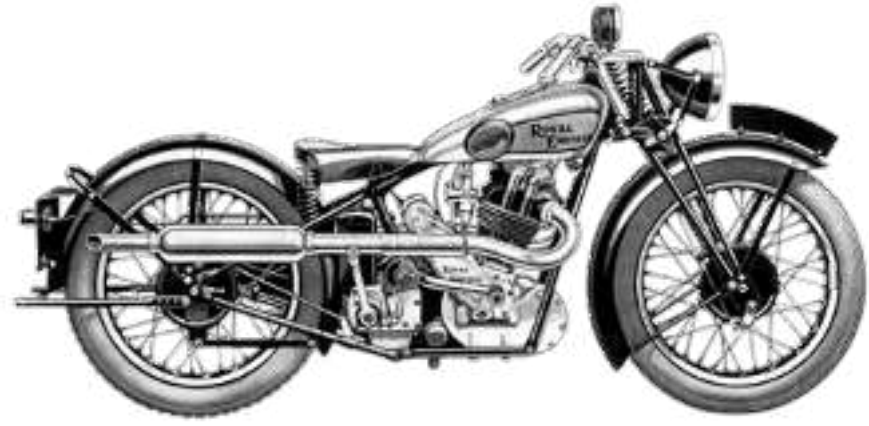


# LINEAGE

A short history of the world's oldest  
motorcycle in continuous production.

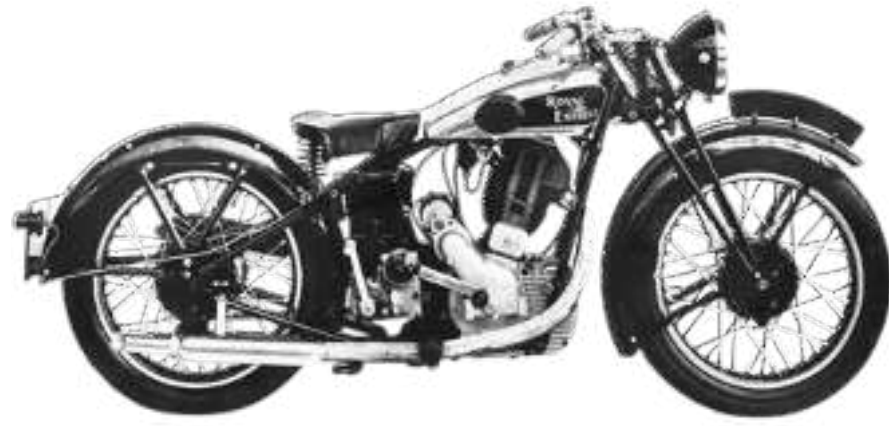
**1932**

GS 350cc Bullet



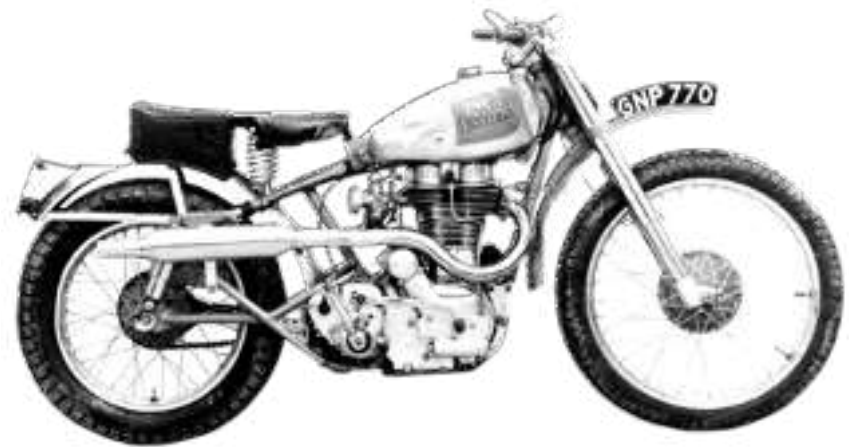
**1935**

LO 500cc Bullet



**1948**

Prototype 350cc  
Trials Bullet



**1949**

G2 350cc Bullet



**1956**

JS Bullet 500cc



**1960**

Bullet 500cc  
Fury



**1989**

500cc Bullet



**1990**

350 Bullet  
Machismo



**1994**

Bullet Standard  
350cc



**2002**

Bullet Electra  
350cc



**2005**

Bullet Electra X  
500cc



**2008**

500 Bullet Electra



**2013**

500 Bullet



**2019**

Bullet Trials 500



**2019**

Bullet X 350



**2020**

Bullet 350  
BS-VI



**2023**

The new  
Bullet 350



# MAKE IT YOURS

Personalise  
your **Bullet 350**  
for your journey  
using **MiY**.

**MiY**  
MAKE IT YOURS

[Know more >](#)



# COLOURS



**BLACK GOLD**



**STANDARD BLACK**



**STANDARD MAROON**



**MILITARY BLACK**



**MILITARY RED**

# SPECIFICATIONS

## ENGINE

|                   |                                                                          |
|-------------------|--------------------------------------------------------------------------|
| TYPE              | SINGLE CYLINDER, 4 STROKE, AIR-OIL COOLED                                |
| DISPLACEMENT      | 349CC                                                                    |
| BORE X STROKE     | 72 MM X 85.8 MM                                                          |
| COMPRESSION RATIO | 9.5:1                                                                    |
| MAXIMUM POWER     | 20.2 BHP @ 6100 RPM (14.87 KW)                                           |
| MAXIMUM TORQUE    | 27 NM @ 4000 RPM                                                         |
| IDLE RPM          | 1050+/-100                                                               |
| IGNITION SYSTEM   | ELECTRONIC FUEL INJECTION (EFI)                                          |
| CLUTCH            | WET, MULTI-PLATE                                                         |
| GEARBOX           | 5 SPEED CONSTANT MESH                                                    |
| LUBRICATION       | WET SUMP, FORCED LUBRICATION                                             |
| ENGINE OIL        | SAE 15 W 50 API, SL GRADE, JASO MA 2 SEMI SYNTHETIC                      |
| FUEL SUPPLY       | ELECTRONIC FUEL INJECTION                                                |
| FUEL TYPE         | PETROL, UP TO E20                                                        |
| AIR CLEANER       | PAPER ELEMENT                                                            |
| ENGINE START      | ELECTRIC                                                                 |
| SPARK PLUG        | BOSCH: YR7MES / CHAMPION: RER6YCA                                        |
| SPARK PLUG GAP    | 0.7 MM TO 0.8 MM                                                         |
| CLUTCH            | WET MULTI PLATE                                                          |
| PRIMARY DRIVE     | GEAR                                                                     |
| PRIMARY RATIO     | 2.313:1                                                                  |
| GEAR BOX          | CONSTANT MESH                                                            |
| GEAR RATIO        | 1ST 2.615 :1<br>2ND 1.706:1<br>3RD 1.300:1<br>4TH 1.040:1<br>5TH 0.875:1 |
| SECONDARY DRIVE   | CHAIN                                                                    |
| SECONDARY RATIO   | 2.800:1                                                                  |
| DRIVE CHAIN LINKS | 104                                                                      |

## CHASSIS & SUSPENSION

|                  |                                                                   |
|------------------|-------------------------------------------------------------------|
| TYPE             | TWIN DOWNTUBE SPINE FRAME                                         |
| FRONT SUSPENSION | TELESCOPIC, 41MM FORKS, 130MM TRAVEL                              |
| REAR SUSPENSION  | TWIN TUBE EMULSION SHOCK ABSORBERS WITH 6-STEP ADJUSTABLE PRELOAD |

# SPECIFICATIONS

## DIMENSIONS

|                      |                           |
|----------------------|---------------------------|
| WHEELBASE            | 1390 MM                   |
| GROUND CLEARANCE     | 170 MM                    |
| LENGTH               | 2110 MM                   |
| WIDTH                | 785 MM (WITHOUT MIRRORS)  |
| HEIGHT               | 1125 MM (WITHOUT MIRRORS) |
| SEAT HEIGHT *        | 805 MM                    |
| KERB WEIGHT          | 195KG                     |
| GROSS VEHICLE WEIGHT | 375KG                     |
| FUEL CAPACITY        | 13 LTR                    |

## BRAKES & TYRES

|               |                                               |
|---------------|-----------------------------------------------|
| WHEEL RIM FR. | 2.15 X 19                                     |
| WHEEL RIM RR. | 3.0 X 18                                      |
| TYRES FR.     | SPOKES WHEEL - 100/90 - 19" - 57P (TUBE TYPE) |
| TYRES RR.     | SPOKES WHEEL - 120/80 - 18" - 62P (TUBE TYPE) |

### TYRE PRESSURE

|              |                                               |
|--------------|-----------------------------------------------|
| FRONT        | SOLO - 32 PSI, WITH PILLION - 32 PSI          |
| REAR         | SOLO - 32 PSI, WITH PILLION - 36 PSI          |
| BRAKES FRONT | 300 MM DISC WITH TWIN PISTON FLOATING CALIPER |
| BRAKES REAR  | 270 MM DISC, SINGLE PISTON FLOATING CALIPER   |
| ABS          | DUAL CHANNEL                                  |

## ELECTRICALS

|                   |                                        |
|-------------------|----------------------------------------|
| ELECTRICAL SYSTEM | 12 VOLT - DC                           |
| BATTERY           | 12 VOLT, 8 AH, VRLA (MAINTENANCE FREE) |
| HEAD LAMP         | 12V, H4-60/55W (HALOGEN)               |
| TAIL LAMP         | 12V, P21/5W                            |
| TURN SIGNAL LAMP  | 12V, 10W X 2 NOS                       |

# GENUINE MOTORCYCLE ACCESSORIES

## ENGINE GUARD



BLACK AIRFLY  
ENGINE GUARD



SILVER AIRFLY  
ENGINE GUARD

## SUMPGUARD



SILVER  
SUMPGUARD

## BODYWORK



BLACK  
AEROVISOR

## SEATS



BLACK TOURING  
DUAL SEAT



BROWN LOW RIDE  
DUAL SEAT



BLACK PASSENGER  
BACKREST PAD

## CONTROLS



SILVER DELUXE  
FOOTPEGS



BLACK TOURING  
MIRRORS

## LUGGAGE



BLACK COMMUTER  
PANNIER

# MACHINE LOVE



## SERVICE COST CALCULATOR

Plan ahead. Get the estimated service cost for your motorcycle before you book the appointment.



## ROADSIDE ASSISTANCE

Get peace of mind wherever you're headed with on-site support for your motorcycle.



## SPARES, ESSENTIALS, OILS & LUBES

Choose from our widely available range of Royal Enfield Spare Parts, Essentials, Oils, and Lubes, and keep your motorcycle riding at its best.



## EXTENDED WARRANTY

Avail up to two additional years of complete coverage on all repairs, replacements and maintenance.



## SERVICE BOOKING ON ROYAL ENFIELD APP

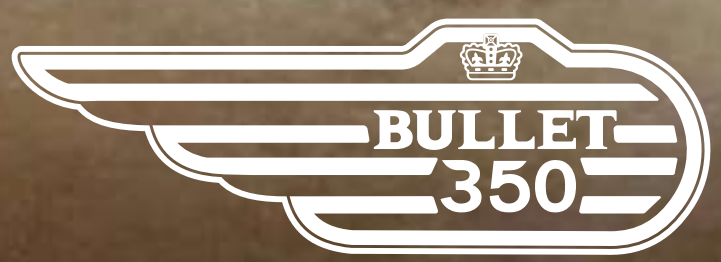
Book your motorcycle service appointment anytime, anywhere via the Royal Enfield app.



## LABOUR ANNUAL MAINTENANCE CONTRACT

In addition to having all your labour costs covered as part of your scheduled service, get 10% off on all additional labour costs and 5% off on all spare parts.





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