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Royal Enfield's first e-bike to hit the road in early '26

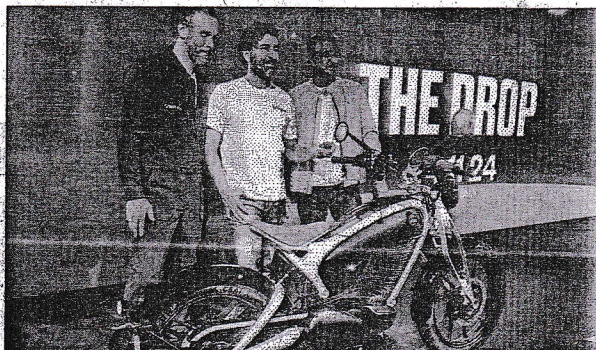
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ROYAL ENFIELD LAUNCHED the "Flying Flea", a new electric motorcycle brand, at the EICMA motorcycle show on Tuesday. The brand's first model, the C6, will debut in early 2026, followed shortly by the S6—a sportier scrambler version of the C6.

Although technical details like battery size and range weren't disclosed, Royal Enfield stated that the C6 is designed for urban commuting as well as nearby areas. "Its range will be more than current electric two-wheelers, though slightly less than petrol motorcycles," Siddhartha Lal, managing director of Eicher Motors (Royal Enfield's parent company), told *FE*. "It's suited for city use and for trips outside the city areas, which most current electric two-wheelers can't handle due to their limited range."

The "Flying Flea" name comes from lightweight Royal Enfield motorcycle from the 1940s that was used during World War II. These bikes were airdropped via parachutes behind enemy lines to provide all-terrain mobility for Allied soldiers.

Lal stated that to develop Flying Flea, Royal Enfield assembled a 200-person engineering team based in both the UK and India.



(From left) Mario Alvisi, chief growth officer of EVs for Royal Enfield, with Siddhartha Lal, MD, Eicher Motors, and B Govindarajan, CEO, Royal Enfield, at the launch of the 'Flying Flea' brand, at the EICMA motorcycle show in Milan

Hero set to make Europe, UK foray with EV range in 2025

HERO MOTOCORP—WHICH is present in Latin America, Africa, and parts of Asia—will soon enter the European and the UK markets with its electric mobility arm Vida, the company announced at the EICMA motorcycle show in Milan, Italy, on Tuesday.

Pawan Munjal, executive chairman, Hero MotoCorp, told *FE* that the aim is to enter Europe and the UK by the second half of 2025. "We are now a trusted global leader in two-wheelers, and that trust will form the foundation as we expand into Europe and the UK," he said. **FE BUREAU**

"The team has developed the motor, battery, battery management system and custom software, filing 28 patents so far," he said. He added an EV manufacturing facility will soon be set up

at Royal Enfield's Vallam Vadagal plant in Tamil Nadu.

B Govindarajan, CEO of Royal Enfield, added that the Flying Flea represents a new chapter for Royal Enfield. "This

is the start of a fresh, sustainable ride for us, and for the world it's an elegant, effective, and sustainable everyday transportation," he said.

Mario Alvisi, Royal Enfield's chief growth officer for electric vehicles said that the Flying Flea is a fresh start in every respect.

In 2018, Royal Enfield had invested in Barcelona-based Stark Future known for its advanced off-road electric motorcycles. Automotive analysts told *FE* that this partnership has played a role in enabling Royal Enfield to develop many elements of the Flying Flea in-house, including its retail and market strategy. The Flying Flea brand is likely to debut in international markets, such as the UK, US (particularly California), Central America, Europe, and Southeast Asia, before coming to India. Focus on petrol

At EICMA, the firm also launched two new 650cc motorcycles—the Bear 650 and the Classic 650. The Bear 650, priced between ₹3.39 lakh and ₹3.59 lakh (ex-showroom). The bookings will start on November 10. Meanwhile, the Classic 650, priced at €6,800 in Europe and £6,499 in the UK, will launch in January 2025, with Indian pricing to be announced in the same month.

(The correspondent is in Milan at the invitation of Royal Enfield)