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Bullet meri jaan

BULLET 350

SINCE 1932

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 uprgades designed to
enhance your riding experience.

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

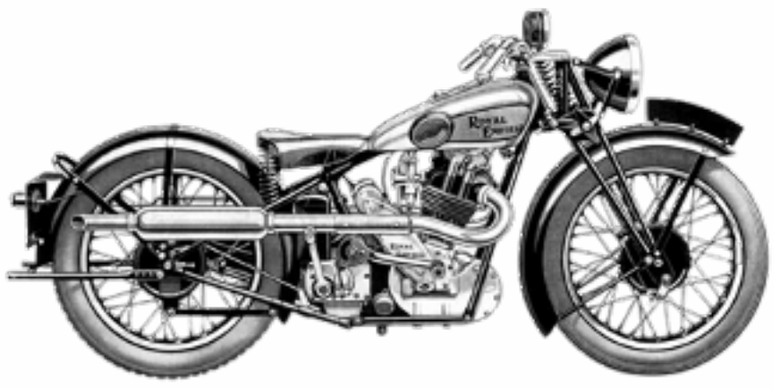
New and improved rotary switch cubes retain the tactile satisfaction of old-school cubes while making it easy to power up or take off.

LINEAGE

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

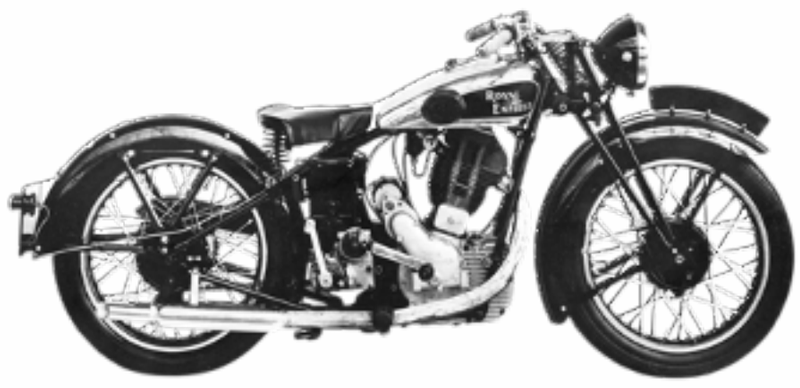
1932

GS 350cc Bullet



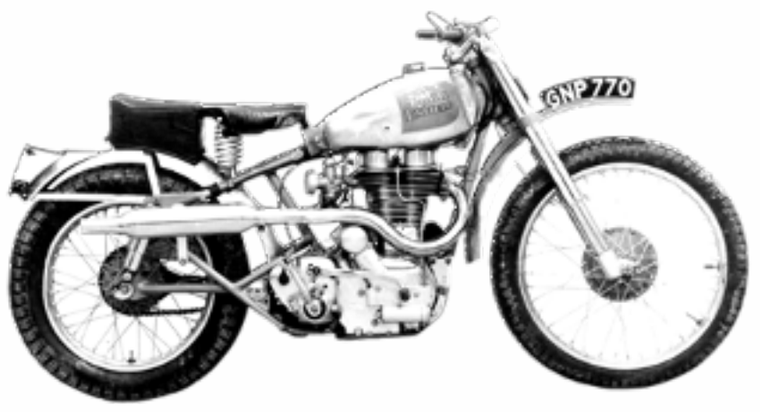
1935

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 2ND 1.706:1 3RD 1.300:1 4TH 1.040:1 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

SALES, SERVICE AND SUPPORT, RIGHT HERE IN KENYA.

3-YEAR WARRANTY

EVERY NEW ROYAL ENFIELD COMES WITH A 3-YEAR, UNLIMITED-MILEAGE WARRANTY.

SERVICE CENTRE

A FULLY EQUIPPED SERVICE CENTRE, WITH TECHNICIANS TRAINED BY ROYAL ENFIELD.

GENUINE PARTS

GENUINE ROYAL ENFIELD SPARE PARTS TO KEEP YOUR MOTORCYCLE RIDING AT ITS BEST.

ACCESSORIES & GEAR

GENUINE ACCESSORIES AND RIDING GEAR TO MAKE YOUR BULLET 350 TRULY YOURS.

TEST RIDES

BOOK A TEST RIDE AND FEEL WHAT THE BULLET 350 CAN DO.

FINANCING SUPPORT

WE CAN INTRODUCE YOU TO BANKS THAT OFFER MOTORCYCLE FINANCE, TO HELP YOU RIDE HOME SOONER.

GET IN TOUCH

SHOWROOM: ROSSLYN RIVIERA MALL, LIMURU ROAD, NAIROBI

CALL / WHATSAPP: 0720 651 330

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BULLET 350

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