

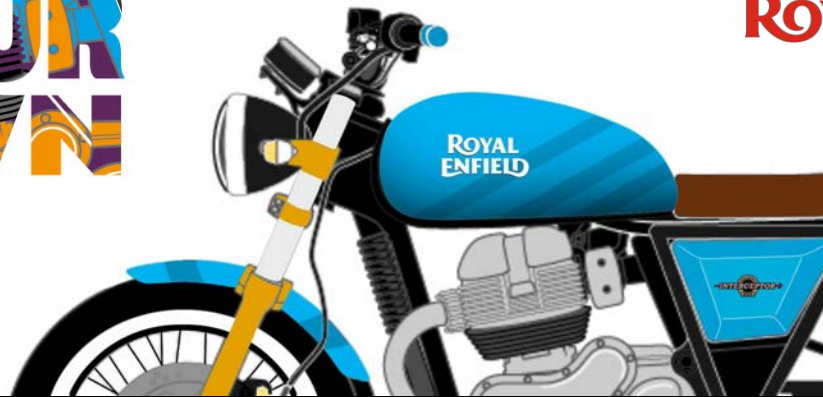
STYLE
YOUR
OWN



**EUROPEAN STUDENT
DESIGN COMPETITION**

POWERED BY

ROYAL ENFIELD



ABOUT US:

Royal Enfield is the oldest motorcycle brand in continuous production, having made our first motorcycle in 1901 in Redditch, England.

At Royal Enfield we are passionate about our rich heritage and our classic, timeless design tradition. We proudly celebrate our long-crafted identity; British-Roots - Indian-Soul.

Underpinning the Royal Enfield mindset is the concept of **"Ride Pure"** - we're motivated by keeping things pure and uncomplicated, focusing on the experience and joy of riding. Conveying this clear sense of brand ethos and purpose is core to all we do.

With more than 40% growth every year for the last 5 years, we're fast becoming a very important player in the global mid-size motorcycle market (our core focus segment) and we're working hard towards re-inventing this space with motorcycles that are evocative, accessible and great fun to ride.

est.
1901

**VIEW OUR
BRAND
TIMELINE**

2020



1932

BIRTH OF THE
BULLET



WATCH OUR BRAND HISTORY VIDEO



HIMALAYAN

OUR RANGE

Royal Enfield's current motorcycle lineup includes the newly launched Interceptor 650 and the Continental GT 650, powered by a modern 648cc twin cylinder engine.

Royal Enfield also manufactures the Classic 500, Bullet 500 and the purpose-built Himalayan powered by the new LS410 engine.



50+

EXPORT MARKETS

119

YEARS EXPERIENCE

WHAT IS THE COMPETITION ALL ABOUT ?

Style your Own is a **Pan-European Student Design Competition** run in conjunction with prestigious Universities and Design Institutions located in some of Royal Enfield's key European markets:

**UK | France | Italy | Spain | Germany | Portugal
Benelux | Austria | Switzerland | Ireland**

YOUR CHALLENGE

As the next generation of designers, engineers, illustrators and tastemakers we want to call upon your **creative flair** to design **'Your Ultimate Interpretation'** of our **Continental GT** and **Interceptor 650 motorcycles** - that you believe would appeal and excite potential buyers from across Europe.



HOW THIS ALL WORKS

We're on the search for truly original, visually engaging and creatively inspired motorcycle designs.

- You'll be supplied with **layered photoshop design files** (showing the motorcycles from multiple different angles) and then you'll be able to creatively **personalise your own color, trim and graphic for both bikes.**
- You'll also be supplied with relevant design files to add (as or if you see fit) a selection of Royal Enfield's official **Genuine Motorcycle Accessories** to your creations - to further enhance the overall aesthetic.
 - **NB/** *It will be essential for students to conduct their own further research on the Royal Enfield brand (beyond those resources already provided) to get a deeper understanding of the brand's unique history and design philosophy.*
 - *Students should seek to combine elements of **Royal Enfield's rich past** (drawing inspiration from 119 years of brand heritage) - with more **progressive, forward-thinking design approaches** to appeal to the next generation of Royal Enfield owners and riders.*



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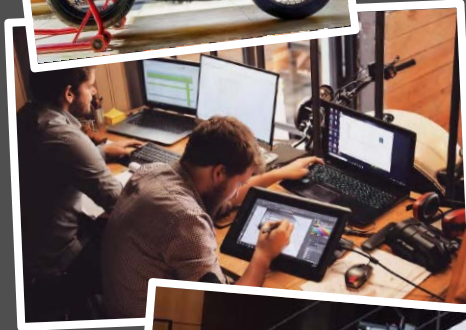


DESIGN CONSIDERATIONS

All design work should be supported with an “*Inspiration Board*” to show your full creative and research process.

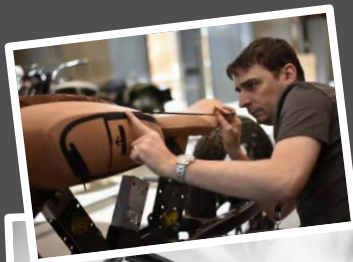
*Your focus should be on trying to shift the way in which **new audiences are attracted into motorcycling**. It will be important to show the motorcycle as a canvas for creative personalisation and self-reliant travel - all at an affordable price range.*

- ❑ Consider how your product could be developed into a larger range while still retaining the feel of being a uniquely personalised product.
- ❑ Consider **different paint and colour techniques** (matt, gloss, brushed, polished, chrome, metallic etc..) - this will give contrast and personality to the motorcycles.
- ❑ **Consider the seat as a part of the design.** You can include different trims and materials - how can you make this a unique design element while retaining ultimate function and comfort?
- ❑ **Consider different graphics** as well as the corporate Royal Enfield logo integration (which has evolved over the many decades)
- ❑ **Keep cost in mind** while you design.



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COMPETITION MECHANICS & WINNERS



**STYLE
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12

A judging panel made up from **Europe's premier motorcycle journalists** and members of **Royal Enfields design team**, will shortlist 12 designs from across Europe. These designs will be developed into fully rendered images by the **Royal Enfield Industrial Team**.

10

The Ten runners up from the 12 designs will have their creations built by our distributors in each of the relevant counties and subsequently displayed at various shows and events across the region in 2021.

2

The Two Ultimate Winning Designs from the shortlist, 1 Continental GT 650 & 1 Interceptor 650, will be created at **Royal Enfield's Technology Centre** in Leicestershire, UK and may even form the basis of a limited edition production run!

2

The Two winning students will receive an expenses paid trip to the UK to spend 2 to 3 weeks with the Royal Enfield Industrial Design team, to **oversee and take part in the build process** and to witness first hand their designs come to life *(subject to change according to current travel restrictions - with an alternative prize, if required, proposed in due course)*.

REQUIREMENTS & RESOURCES



- ❑ CAD drawings of motorcycles **will not** be included - only **layered photoshop design files** which can be manipulated for design purposes, but the overall mechanics (or shape) of the motorcycles must remain intact.
- ❑ Do not change any other parts of the motorcycle beyond those which have been given per photoshop file layers.
 - ❑ Any seat design needs to be shown with a top view and has to have material definitions.

NB/ *Final Submissions* should be uploaded as a **landscape A4 PDF presentation** (max. 6 pages) - Including the following design elements:

- **One page for each motorcycle design** (Continental GT & Interceptor) - complete with both sides, front, top and reverse views, **full colour board** (PANTONE or RGB) for paintwork and clear indication of any specialised material or finishes.
- Your inspiration board - with visual references (per motorcycle).
- A small summary about your concepts and yourself.



FINAL DESIGN SUBMISSION - PDF

All Images included in the final submission as JPEG (PSD, PNG and GIF files will not be accepted).

Image resolution: At least 300dpi | **Color mode:** RGB
Maximum/ minimum image size A4 and A3 | Stick with the provided underlay

Text in images: Keep any explanatory text in images to a minimum – supporting information should be provided in the PDF file

For including text, please use a **clear font** (eg Arial, Helvetica) at a decent size (at least 12pt). As a rule of thumb, it should be easy to read if the PDF is viewed full screen on an average laptop.

Once officially signed up to the competition (Via the online “Student Registration Form” - see next page) you’ll be on our mailing list to receive all relevant competition updates and newsletters.

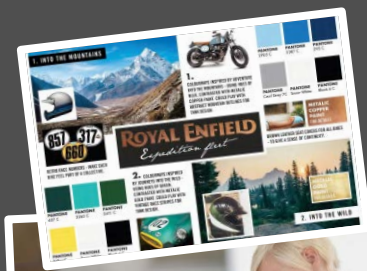
CONTACT INFORMATION

However, if you require any further assistance, or have any questions beyond what’s included in this document, please kindly contact:

Tom Perkins - PR Manager - EMEA

tomp@royalenfield.com

Subject Title: “Style Your Own” - Student Design Competition



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THE COMPETITION CALENDAR

NB/ Due to the current Covid-19 situation, the below dates are working timelines but are subject to change if required. All participating students will be informed via email right away so that they are always aware of the most up-to-date campaign information.

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AUGUST

Royal Enfield to send out **“Student Design”** packs to all officially registered students - as soon as you receive your design files you can start getting creative, **the competition begins!**

COMPETITION ACTIVE

Regular competition emails to be sent out during the this time to inform all participating students of any news, updates or scheduled opportunities to liaise with the Royal Enfield Design Team.

30

November

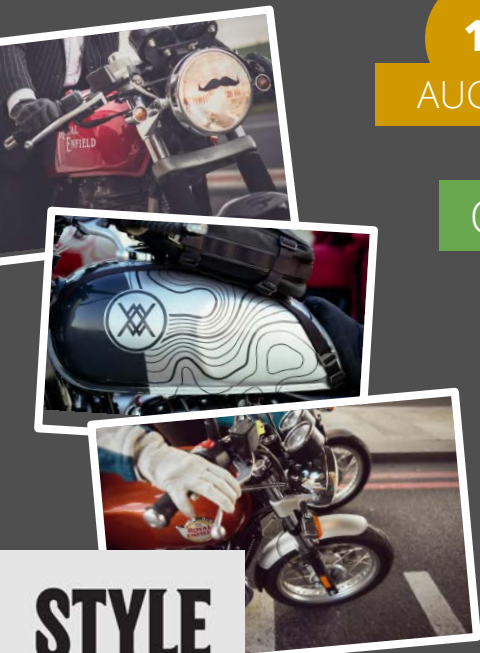
End of all design submissions. Sadly late submission cannot be considered for judging. All entries will then be sent through to the select judging panel for final final assessment.

16

DECEMBER

WINNERS ANNOUNCED! Royal Enfield will first directly contact the winning individuals via email, and then an official communication will be shared with all participating students about the results.

NB/ *The exact dates for the Winning Prize Trip to the UKTC will be confirmed in consultation with the winning candidates.*



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LEARN MORE ABOUT ROYAL ENFIELD - BRAND VIDEOS



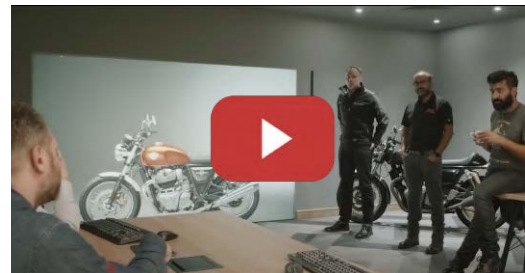
WWW.ROYALENFIELD.COM



INTERCEPTOR 650 - BRAND VIDEO



CONTINENTAL GT 650 - BRAND VIDEO



THE TWIN 650 - CONCEPT VIDEO



INTERCEPTOR 650 - MODEL HISTORY



CONTINENTAL GT 650 - MODEL HISTORY



THE TWIN 650 - ENGINE STORY

COMPETITION TERMS & CONDITIONS

1. Participants need to be comfortable in conversing in English.
2. Participants should have attained the age of 18 years at the time of registration.
3. By registering for the competition, you will be deemed to have read the Terms & Conditions and will be legally bound by the same.
4. Perpetuity rights are given to Royal Enfield and its selected partners for the use of photos/videos that are developed of the persons and their designs for promotional purposes.
5. Individual (or group) participants will be able to use their own work for personal and professional purposes (in work portfolios etc) with appropriate image rights granted by Royal Enfield.
6. The competition is open to individuals, but it can be completed, if required, as a team collaboration (with other registered students of the same institution), however, the person in whose name is officially registered on the online student registration form, shall be the only individual entitled and recognised for the benefits of the competition to receive the prize. If working as a team then the names and contact details of all the participants of the team needs to be clearly conveyed to Royal Enfield when submitting the final creative designs.
7. The Participant shall ensure that all submitted designs are their own work and do not infringe with any European copyright / plagiarism rules and regulations / Intellectual Property Rights of any third party (hereinafter collectively called "IPR"). Any design submissions that are found to be in contradiction to this will be deemed as fraudulent and will be excluded immediately from the competition. Royal Enfield (or any of its parent, group or associated Company) shall not be liable for any dispute that arises as a result of infringement of any European copyright / plagiarism rules and regulations / Intellectual Property Rights of any third party and the participant shall be solely responsible for the same. The Participant shall indemnify Royal Enfield (or any of its parent, group or associated Company) for all cost, damages, losses (including loss of reputation) suffered due to any such infringement relating to the design submitted by the Participant and also against any other claim or loss or damages suffered by Royal Enfield (or any of its parent, group or associated Company) due to any failure of Participant to comply with its obligations stated hereunder.
8. All designs must incorporate the official Royal Enfield logo (all pre-approved brand logos will be supplied to participating students by Royal Enfield as appropriate design files) and said logos must be placed in an area on the motorcycle where the full logo is noticeable and recognisable.
9. The winners understand, if applicable with European travel allowances (and subject to individual negotiation), that the proposed winning prize involves travel to and spending up to 3 weeks in the UK, at Royal Enfield's Technology Centre. Once the winners of the competition have been announced on the 02.11.20, travel arrangements will be negotiated on an individual basis between the winning individual and Royal Enfield, and all final arrangements to be agreed upon by all parties within 20 days of proposed travel (all relevant details referring to travel, accommodation, local transportation, food allowances etc...will be confirmed to the winning individuals accordingly).
10. If the above winning prize becomes untenable due to travel restrictions or for any other reason, or a winning candidate is not able to fulfil the commitment to the winning activation, then Royal Enfield reserves the right to decide upon a suitable alternative prize to award to the winning candidate. No cash alternatives to the prizes will be offered. The prize is non transferrable and can be availed by the winner only.

COMPETITION TERMS & CONDITIONS

11. By officially signing up to this competition, all participants agree that if required, they will share their designs and their story on camera (for promotional purposes) and they will sign a waiver / release form prior to the start of the filming process, in line with industry standards for promotional content generation. All IPR and related rights in the photos, videos, tapes, recordings of the Participant, their designs, story shall vest with Royal Enfield absolutely for perpetually, throughout the world.
12. Royal Enfield reserves the right to make any minor modifications to the final winning designs if required, to align with specific production needs. Any design changes proposed by Royal Enfield will be shared, by email, to the relevant individual to give them prior notice.
13. The decision of Royal Enfield on the winner and on all questions relating to the Competition shall be final and binding.
14. Royal Enfield reserves the right to cancel or postpone the Competition or change any terms and conditions relating thereto without giving any reason and shall not be held liable for any such cancellation or postponement or change. Any such cancellation, postponement or change would be notified earliest possible.
15. Royal Enfield reserves the right to disqualify any Participant if it has reasonable grounds to believe that the Participant has breached any of the terms, conditions and rules of the competition.
16. Where deceptively similar/ identical designs are submitted by different Participants, the Participant who has submitted first will be considered for the Competition unless decided otherwise by Royal Enfield.
17. Unless agreed otherwise, this arrangement is governed by the laws of the United Kingdom, and the courts thereof shall have exclusive jurisdiction to try any disputes under the arrangement.
18. Unless otherwise updated and informed, the competition will run according to the scheduled timeline (as shared in the “Style Your Own: Student Presentation” pdf).