



ROYAL ENFIELD
RIDER
MANIA
2018



Rendezvous at Rider Mania 2018

From Patiala. From Cochin. From Vizag. From Ahmedabad. From Guwahati.
Ride to Rider Mania. Ride to Goa. Ride with friends. Ride with mates. Ride. Classic.
Electra. Himalayan. Thunderbird. Bullet. Continental GT. The community of Royal
Enfield. Celebrate your journey. Rider Mania 2018.



Vinay Zende

Age: 42. From: Mumbai.

The man with the Viking helmet.

Vinay worked as an aircraft engineer with the Indian Coast Guard, drifted into sales before finding his footing as creative director at Digital Driftwood a.k.a. DDW. The first motorcycle he rode was his uncle's 1981 Bullet and has been an Enfield fan ever since. Currently he rides a Classic 500. A visitor to the Rider Mania for the past six-years you cannot miss his distinctive Viking helmet that he promises will be back at Rider Mania 2019.



Vishnu Prasad Upadhyay

Age: 81. From: Ahmedabad.

The forever young rider.

This ex-army man has been riding Royal Enfields since the past 54 years. He rode down for Rider Mania on his Classic 350 from Ahmedabad. Proof that motorcycles keep you young.



Slip 'n Slide

Dirt track racing at the Rider Mania for those seeking high-voltage adrenalin and hard-fought awards. Stock bikes, no modifications allowed. Skill matters, not specifications. Ride in, race, ride out.





Adarsh Saxena

Age: 31. From: Chennai.

Coolest job in the world.

Right after his last 12th standard exam, Adarsh's first stop was a Royal Enfield showroom where his father bought him an Electra 350. But it wasn't till his first job that Adarsh could afford to go for long rides and be a part of the community. A boring IT post had him writing to Royal Enfield for a job. A volunteer at the 2010 Rider Mania, Adarsh was offered a position at Royal Enfield a month later. He had to sacrifice a Rs 1.5 lakh bank guarantee with his previous employer to join Royal Enfield. Looking back, that was a small price to pay for the coolest job in the world.



Sharanya Verma

Age: 40. From: Seattle.

Flying home for Rider Mania.

This Bangalore boy moved to USA three years ago but continues to visit India every November. His reason? He doesn't want to miss his annual pilgrimage to Rider Mania that he has been attending regularly for the past five years. He along with his regular riding partner Harish Vajha, reserve about a week for this yearly riding vacation. This year they rode through Kerala on their way to Goa. Sharanya's earliest memories include his uncle's Enfield at the sugar plantation and his aunt putting the kettle to boil when she heard the bike's thump from a kilometre away. Sharanya's 2008 Thunderbird 350's thump is his heartbeat and riding, his meditation.

One of a kind

It's an interpretation. It's a statement.
It's an expression. As individual and unique as you
are. It's not just a motorcycle. It's art. It's a custom.



▶ Vanessa Raphael

Age: 21. From: Pune.

Finding purpose at Rider Mania.

Vanessa has loved motorcycles ever since she was a child. This first year student bought her Thunderbird 350 just a year and half ago. Since then she has been exploring destinations around Pune on her motorcycle. The ride from Pune to Goa for Rider Mania 2018 was her first long ride, but says, will not be her last. Her biggest discovery at the event was the Dirt Track, and though she couldn't get a podium on her first ever race, this has triggered off a decision to participate in more races. She has promised herself, 2019 will be different.

▶▶ Swaroop Karmalkar

Age: 28. From: Goa.

Home run to Rider Mania.

This automobile engineer is a member of the Royal Enfielders of Goa and this was his fifth consecutive Rider Mania. Owner of a Classic 350, Rider Mania is a time for him to connect with the community of like minded riders.



Maut Ka Kuan

The well of death. Daredevils at the Anjuna market.
First time at Rider Mania. Ride the wall.





Simple soul food

Dosa, Idli, Chaat, Biryani, Chowmein, Omlette, Rajma
Chawal, Greek Wraps, Misal Pav, Maggi, Tea, Coffee,
Lemonade, everything priced under Rs. 200.



Cayla Rivas

Age: 18. From: California.

Breaking the speed record on a RE 650 Continental GT at the Bonneville Salt Flats.

Cayla is the daughter of Chris Rivas, a four-time NHRA Pro Stock Motorcycle drag racing champion, Cayla holds 12 world records in motorcycle racing. On 29 August 2018 she set the FIM World Record by reaching a speed of 252.901 kph, riding a modified Royal Enfield 650cc Twin, in 2018 Bonneville Motorcycle Speed Trials (BMST), held at Bonneville Speedway. On her first ever visit to India and Rider Mania with her father, Cayla loved the crackling energy of the festival.





Snapshots from Rider Mania 2018



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