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BENDA Rock 707: The New Member of the Rock Family

The BENDA Rock 707 cruiser motorcycle arrives in Europe from mid-September and will appear as part of a new BENDA product line-up at EICMA in November.

The latest addition to the Rock family, the Rock 707 combines the character of a 692cc V2 with a range of features designed to offer a different riding experience, challenging the conventions of the traditional cruiser with a motorcycle that offers classic proportions and a modern attitude.

The Rock 707 features a **dual-chamber adaptive air suspension system** at the rear. Electronically controlled air chambers respond to rider and passenger load and road conditions, automatically adjusting the motorcycle's ride height as the rider comes to a stop and pulls away.

The system gives the Rock 707 a 30mm **adjustable seat-height** range from 690mm to 720mm, allowing the rider to lower the motorcycle when putting a foot down, stopping for fuel or on an awkward camber, before returning to full ride height on the move.

Central to the Rock 707's unique approach is BENDA's **BEC MK-III (BENDA electronic clutch)**. Combining electronic control with mechanical actuation, the system allows the rider to pull away, change gear and come to a stop without using the clutch lever, reducing the effort required in stop-start traffic and slow manoeuvring. Full manual clutch control remains available at any moment.

Producing **54kW (73PS) at 9.000rpm output** and delivering **68Nm torque at 6.500rpm**, the V2 is designed to convey strong low-end torque and responsive mid-range performance. The **electronic throttle control** provides precise engine response across urban riding, highway cruising and more spirited riding. Precision fuel injection and advanced engine management also contribute to consistent power delivery and fuel efficiency.

For longer journeys, the **cruise control** allows the rider to set a speed and rest the right hand, while belt final drive contributes to quiet running and reduced routine maintenance.

The Rock 707's chassis pairs an **upside-down front fork** with its **electronically controlled rear air suspension** on a cradle-type steel frame. Front and rear disc brakes are supported by **ABS and traction control**, while the **slipper clutch** helps maintain stability during fast downshifts.



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The rear seat is also designed with flexibility in mind. Configured as a two-seat arrangement as standard, it can be optionally retrofitted into a **luggage rack** with a custom chrome-plated aluminium mount, giving the Rock 707 a different character depending on the ride.

"The Rock 707 shows where we believe the cruiser can go next", said **Constantin Heinemann, Head of Marketing Europe at BENDA Motor Europe GmbH**. "It has the character, proportions, and V2 engine that make a cruiser what it is, but it features technology that changes the experience in ways that riders will not expect."

Blending timeless cruiser elegance with a fresh riding experience, the Rock 707 is offered in four distinctive colours: **Knight Black, Sandy Gray, Windy White** and **Armor Green**. Colour availability may vary by market. Please contact the local BENDA dealer for details.

From **mid-September**, the Rock 707 will be available through **European BENDA dealers**. The motorcycle will also be present at EICMA in Milan, Italy, as part of a wider, new product BENDA line-up, on **Tuesday 3rd November 2026**, at **Hall 18, Stand A54**.

For BENDA, the latest member of the Rock family represents another step in its ambition to redefine the ride, bringing together distinctive design, V2 character and unexpected technology in a cruiser designed for a new generation of riders.

Unleash the Ride.

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Rock 707 Technical Specifications

Engine	V2, 8 valves, 692cc
Bore x stroke	80 x 68.8mm
Compression ratio	11.5:1
Maximum power	54kW (73PS) @ 9.000rpm
Maximum torque	68Nm @ 6.500rpm
Gearbox	Six-speed
Clutch	BEC MK-III (BENDA electronic clutch) with dual-motor redundancy, slipper clutch
Final drive	Belt
Standard / Emissions	Euro 5+ CO ₂ : 125g/km 105dB(A)
Frame & Swingarm	Steel Tube Frame / Aluminium Swingarm
Front suspension	Upside-down fork
Rear suspension	Dual-chamber electronic air suspension, automatic ride height
Front tyre	150/80-16
Rear tyre	180/65-16
L x W x H	2285 × 850 × 1100mm
Wheelbase	1550mm
Brakes	Disc front and rear, ABS and TCS
Front Brakes	Radial, 4× 32mm Pistons / 320mm Single Disc
Rear Brakes	Radial, 2× 34mm Pistons / 260mm Single Disc
Seat height	705mm nominal, 690 to 720mm with air suspension
Curb weight	235kg
Fuel capacity	16 litres
Instrumentation	3.6-inch TFT, 800 nit, 120-degree viewing angle
Equipment	Cruise control, electronic throttle, USB and Type-C charging
Colours	Knight Black, Sandy Gray, Windy White, Armor Green

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About BENDA

BENDA is a design-led motorcycle and powersports brand creating distinctive riding experiences for a new generation. Driven by its mission to redefine the ride, its portfolio spans motorcycles, all-terrain vehicles (ATVs) and side-by-side (SxS) vehicles, combining bold design and technology with in-house engineering and powertrain development. This integrated approach is underpinned by research and development activities in Europe and internationally. BENDA Motor Europe GmbH, based in Salzburg, Austria, supports the brand's European operations across sales, after-sales, marketing and product development. Through a growing network of authorised distribution partners, BENDA continues to expand its presence across Europe and bring a fresh proposition to the powered two-wheeler and powersports market.

Press assets

Detail imagery at 300 dpi is available at **bendaeurope.prowly.com**. Images to be credited to BENDA.

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