

# Royal Enfield ropes in Harley veteran to spearhead North American ops

**fe Bureau**

**Chennai, Aug 6:** Royal Enfield, one of the world's oldest motorcycle brands, has named industry veteran Rod Copes as President, North America. Rod will be responsible for driving Royal Enfield's business in the US and Canada. With this move, the motorcycle maker seems to be making a statement about its intention to rapidly expand the brand in the US, its top

export market.

Copes has worked with Harley-Davidson for nearly 20 years, most recently as head of global sales and customer service. He was responsible for growing the company's businesses across four global sales regions and three product categories: motorcycles, parts & accessories and general merchandise.

He spearheaded the brand's geographic expansion across emerging markets.