

ROYAL ENFIELD REGISTERS SALES OF 55,555 MOTORCYCLES IN JULY 2022 - GROWTH OF 26% COMPARED TO LAST YEAR

New Delhi: 02 August, 2022

Sales performance: As Royal Enfield gears up for the launch of a very exciting new motorcycle, the company posted sales of **55,555** motorcycles in the month of July, against **44,038** motorcycles for the same month last year, registering an increase of **26%**.

Continuing its international growth momentum, the company retailed **9,026** motorcycles, marking a year-on-year growth of **90%**.

MOTORCYCLES SALES	JULY			YTD		
	2022	2021	Growth	2021'22	2020'21	Growth
Domestic	46,529	39,290	18%	2,04,171	1,43,967	42%
Exports	9,026	4,748	90%	38,589	23,711	63%
Total	55,555	44,038	26%	2,42,760	1,67,678	45%

Brand & Business Updates:

Royal Enfield Himalayan Odyssey returns after 2 years

The 18th edition of Royal Enfield Himalayan Odyssey was flagged off in Delhi on 2nd July. With 70 riders embarking on a journey to Umling La, the highest motorable pass in the world, via some of the most breath-taking terrains in northern India, Himalayan Odyssey 2022 witnessed riders covering a distance of over 2,700 kilometers in 18 days on their Royal Enfield Himalayan motorcycles. With an aim at reducing impact on the fragile ecosystem of the Himalayas and also raise awareness about environment-friendly tourism, this edition of the Himalayan Odyssey continued to root for the adoption of Responsible Travel practices by its rider community, in a bid to #LeaveEveryPlaceBetter.

Royal Enfield Continental GT Cup is back with Season 2

After a spectacular first season last year at the JK Tyre FMSCI National Racing Championship, Royal Enfield is ready to once again set the track on fire as it returns for Season 2. The JK Tyre presents Royal Enfield Continental GT Cup 2022 opened registrations for this season on July 20, 2022. This year, the format of the championship has been changed to a Pro-Am Series with 10 professional and 15 amateur riders competing together on the same grid. As part of the JK Tyre FMSCI National Racing Championship 2022, the Royal Enfield Continental GT Cup Season 2 will be conducted in accordance with the regulations of the Federation of Motorsports Club of India (FMSCI) in 3 rounds and 8 races of nail-biting racing starting September 2022 and culminating in December 2022.

For further information please contact:

Swati Sundareswaran - swati@royalenfield.com