

Mark Wells
Chief Of Design, Royal Enfield



Mark Wells is the Chief of Design at Royal Enfield. Leading the creation of global product strategies and plans for the brand, his team defines and shapes future vehicle and powertrain portfolios for Royal Enfield. Mark joined Royal Enfield in 2015, but his association with the brand goes back much further.

Prior to Royal Enfield, Mark ran his own Industrial Design consultancy, Xenophya Design, established in 2001. It was then during this time that Mark began first collaborating with Royal Enfield on a number of projects including the Classic 500/350 and the Continental GT535.

Mark studied Transportation Design at Northumbria University in Newcastle Upon Tyne (in the North East of England), where he also met Ian Wride, who was on the same course. Together, they co-founded Xenophya. Mark has been an enthusiastic motorsports fan all of his life, inheriting his passion from his father and his grandfather who represented the British army in Speedway competitions in the 1940s.