

News monitored for: Royal Enfield

Royal Enfield ties up with Alpinestars for riding gear

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ICONIC BIKE MAKER Royal Enfield has tied up with Italian riding gear brand Alpinestars to create a riding apparel collection with high protection and performance.

Founded in 1963 in Asolo, Italy, Alpinestars is a world-leading manufacturer of professional racing products, motorcycling airbag protection, high-performance apparel, gear and technical footwear. The brand is trusted and worn by many world racing athletes from Formula 1, NASCAR, AMA and



B Govindarajan, executive director, Royal Enfield

World Motocross and MotoGP.

The partnership aims to provide Indian riders with the essential tools

needed to make the best of their adventures. Royal Enfield has been at the forefront of releasing innovative products focused on comfort, style and safety and now with the Alpinestars association, Royal Enfield is further strengthening its riding gear portfolio.

B Govindarajan, executive director, Royal Enfield, said, "For riding enthusiasts, their riding apparel and gear is a very personal means for self expression, on and off the saddle. Keeping this in mind, we keep updating our range of apparel and attempt to bring an enviable collection through collaborations with the best global brands, for our riders..."