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Royal Enfield expands preowned business in India

ROYAL ENFIELD has expanded its pre-owned motor-cycle business across India. It is currently available in 236 cities across the country, and Royal Enfield owners can benefit from a loyalty program with exchange benefits for those looking for an upgrade to a new RE motorcycle. This buying and selling platform was first introduced by the Eicher-owned two-wheeler brand in select cities back in 2023.