

News monitored for: Royal Enfield

## *Royal Enfield expands pre-owned business in India*

**ROYAL ENFIELD** has expanded its pre-owned motorcycle 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. 