

WITH ROYAL ENFIELD 'WINGMAN', YOU WILL NEVER RIDE ALONE

- **Royal Enfield introduces 'WINGMAN', a new connected vehicle solution in India; debuts in the Super Meteor 650, starting today**
- **Enables the customers to stay connected with the motorcycle - including critical vehicle health alerts, real-time tracking, riding insights etc, backed by dedicated Royal Enfield GRID support**
- **Offered with 5 years data plan and Royal Enfield proactive support enabled through the Royal Enfield App**

Chennai, November 16, 2023: – Royal Enfield, the global leader in the mid-size (250cc-750cc) motorcycle segment, introduces **ROYAL ENFIELD WINGMAN**, a new, rider focussed connected vehicle solution in India. 'ROYAL ENFIELD WINGMAN' seamlessly integrates the vehicle connectivity, the application and backend support through a dedicated Royal Enfield GRID team, providing riders with information about their motorcycle and proactive support at all times. At present, Royal Enfield has deployed this in the recently launched thoroughbred highway cruiser, the Super Meteor 650, starting today, and with plans to offer it as a standard fitment in future models.

'ROYAL ENFIELD WINGMAN' is the embodiment of Royal Enfield's commitment to continuously improving the riding experience. Available for both Android and iOS devices, it is supported by a telematics hardware and can be operated through the RE APP with its simple, engaging and user-friendly interface. Currently available only in India, customers **booking the Super Meteor 650 from November 16, 2023** will get this feature as standard with a marginal increase of INR 6500/- for the device, on the ex-showroom price, and existing Super Meteor customers can opt for this by purchasing the device and with the nominal fitment cost.

Commenting on the launch of the new 'ROYAL ENFIELD WINGMAN' feature, **Mr. B Govindarajan, CEO, Royal Enfield** said, *"At Royal Enfield, we constantly strive to enhance the riding experience for our customers. 'ROYAL ENFIELD WINGMAN' is a significant step in this direction, providing riders with a more connected and safer experience. It complements our commitment to offering premium quality and innovative solutions to our riders. Currently launched in India, we strongly believe that this new connected vehicle solution will further elevate the riding experience of the customers and allow them to stay closely connected with their motorcycle and the brand Royal Enfield."*

ROYAL ENFIELD WINGMAN is a seamless mechanism that provides vital real-time information about the motorcycle's health to the rider. Through a simple, interactive dashboard, the rider is able to get critical updates about fuel level, battery status and service alerts thereby ensuring he or she is always aware of their motorcycle's condition. It also has enhanced security features like engine on/off alerts, and is GPS enabled that allows location tracking, last parked location tracking and walk-to-my-motorcycle feature. The most interesting element of Royal Enfield Wingman is the insights that it brings to the rider with incisive data about the daily rides, riding patterns, trip information such as the ride routes, max speed, average speed etc, including sudden braking and sudden acceleration notifications.

A critical aspect of Royal Enfield Wingman is that it provides absolute peace of mind and convenience to the owner. Riders can receive proactive Royal Enfield GRID support with real-time guidance and vehicle alerts. This initiative will allow riders to plan their ride at any point in time with full confidence of having the service support and road-side assistance. Royal Enfield has set up a full-fledged customer support team who will reach out to the customers proactively if a customer is likely to encounter a technical snag with his or her motorcycle. Riders can also choose to call the GRID Support at a click of a button in the app in case of any assistance that may be required during the ride anytime and anywhere in the country.



For more information please visit www.royalenfield.com

About Royal Enfield:

The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Royal Enfields are engaging, uncomplicated, accessible and fun to ride; a vehicle for exploration and self-expression. It's an approach the brand calls Pure Motorcycling.

Royal Enfield's premium line-up includes the Meteor 350 and Super Meteor 650 cruiser, Interceptor 650 and Continental GT 650 twins, the all-new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and Classic 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously Rider Mania), an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and Himalayan Odyssey; a yearly pilgrimage over some of the toughest terrain and highest mountain passes.

A division of Eicher Motors Limited, Royal Enfield operates through more than 2000 stores across all major cities and towns in India and through nearly 850 stores in more than 60 countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina and Colombia.

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