

## **HUNT IN NEW COLOURS** **ROYAL ENFIELD HUNTER 350 GETS TWO NEW COLOURWAYS**

- *Dapper O and Dapper G - two new colourways in Orange and Green - to add more style and zing to the Dapper series | Bookings open across all authorised Royal Enfield stores*

Chennai, January 04, 2024: Royal Enfield, global leader in the mid-size (250cc-750cc) motorcycle segment, has introduced two new peppy and vibrant colourways in the *Dapper* series - *Dapper O* and *Dapper G*, bringing fresh energy and excitement to the customers. The Royal Enfield Hunter 350 offers a perfect blend of style, performance and versatility and has solidified its position as a preferred motorcycle in the mid-size segment globally. The Hunter 350, known for its compact riding geometry and easy-handling has deeply resonated with the young and dynamic community of riders who have embraced it as a symbol of their expression for motorcycling.

Crossing the 2 lakh sales milestone worldwide, well within a year of its launch, the Hunter 350's popularity has brought in a whole new segment of customers, contributing significantly to the Royal Enfield community.

With its cool styling, dynamic performance and modern-retro charm, the Hunter 350 is the preferred choice for young riders today. Whether navigating tight spots within the urban maze, or just hanging out at the coolest neighbourhoods in the city, or zipping through open roads, young riders are choosing the Hunter 350 for its swift agility and confident manoeuvrability. Little surprise then, that the Hunter 350 is the recipient of 20+ Indian & International awards and accolades including the esteemed 'Indian Motorcycle of the Year 2023' award and Best Modern Classic Lightweight Motorcycle in Thailand.

Available and loved across the world, the Hunter's popularity is a testament to Royal Enfield's mission of delivering motorcycles that are innovative, stylish, and powerful. In India, the Hunter 350 has made rapid inroads into the Tier-2 and Tier-3 markets as well, apart from the metros.

*Ride home the Hunter 350 - Dapper O or Dapper G at just INR 1,69,656/- (ex-showroom, Chennai).*

### 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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