

Electrifying music, action packed adventure experiences and all things custom: MOTOVERSE 2023 COMES TO A THRILLING END

- Announced the price for Royal Enfield's most awaited adventure tourer- the all new Himalayan and unveiled the Shotgun 650 Motoverse edition
- Highlighting all things Himalayan in the heart of Goa, Motoverse featured talks, music, local brews and culinary delights from the Himalayan region
- Apparel launches included a range of helmets for children and range of eyewear

National, November 27, 2023: An exhilarating combination of music, adventure experiences and custom culture made Royal Enfield's Motoverse 2023, a haven for riders and non-riders. The 13th edition of the most anticipated motorcycling festival of the year, unfolded over three power-packed days welcoming nearly 15,000 attendees, and motorcyclists from across the world.

With the community at the center of all the action at Motoverse, the highlight was the official launch of Royal Enfield's adventure tourer - the all-new Himalayan and the surprise unveiling of the custom-inspired Shotgun 650 Motoverse edition exclusively for the attendees. With an epic lineup of events across the board, there was something for everyone from beer-drinking battles and a curated Hunter hood to motorcycling action at the slide school, trail school and ace the hill.

Bringing the Himalayas to the beaches of Goa, the **Basecamp** at Motoverse gave a glimpse of the Himalayan culture through culinary insights, local brews, music and talks by inspirational figures from the region - 'A Plate from Kharu', cocktails inspired by the Himalayas at 'Zing Zing bar' and artists from Arunachal, like Taba Chake and Da Shugs an indigenous band from Ladakh left the audience wanting more with their fusion of traditional folk and rock music.

For the first time ever, Motoverse hosted a designated space for custom-built motorcycles called **Shed Builds**. Celebrating the imagination and creativity of the community, this space presented an opportunity for custom builders to showcase their motorcycles at the Royal Enfield's largest gathering. The showcase featured the very best of the custom-built world, and 23 of the most exceptional builds were selected through a crowdsourced digital campaign.

The pure sport arena at **MotoThrill** delivered on the thrilling action it promises every year, and served as an adventure festival in itself, featuring the flagship dirt track, a curated class for the all-new Himalayan, an obstacle course and more. Another first was the Hunter Hood, an experiential ride through a curated course designed to highlight the agility of the Hunter 350. Riders across every level of expertise also got the opportunity to acquire and test their new skills at the Slide School, Trail School and Ace The Hill.

The **Motosonic** stage kept the community grooving with a lineup of artists from across regions spotlighting celebrated artists such as acclaimed multi-lingual singer Benny Dayal, indie-pop duo Ranj & Clifr, up-and-coming artists Oaff x Savera and experimental Indian electronica artists, Tech Panda x Kenzani. Other fan favorites included Parikrama, Seedhe Maut, Midival Punditz Ft. Karsh Kale and Kutle Khan.

Designed to appreciate new and emerging artists, another first at Motoverse was the **Culture stage** that featured talents from all across the world such as the South American band 'All yellow' and local artist 'Gala Soler'.

Home to stories of grit, adventure and great feats, **MotoReel** featured talks by adrenaline-chasers like base-jumper extraordinaire, Sajid Chougale, Mountaineers Rizza Alee, and Vijay Menon, explorers Jacqui Furneaux and Abhijit Rao and motorcycling inspirations Ashish Raorane and CS Santosh.

Over at the **MotoShop**, Royal Enfield launched a range of helmets designed specifically for children and Eternity Sunglasses, a range of eyewear that marries superior craftsmanship with the distinctive design sensibilities, Royal Enfield is known for. Embodying the essence of every motorcycle created by the brand, these designs are a perfect mix of vintage and futuristic.

With three unforgettable action-packed days, and a host of dynamic experiences, Motoverse 2023 concluded with incredible love from the motorcycling community and Royal Enfield enthusiasts.

Hashtags: #Motoverse2023 #IntoTheMotoverse

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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