

ROYAL ENFIELD RECORDS SALES OF 75,935 MOTORCYCLES IN FEBRUARY 2024

New Delhi, 01 March 2024: Royal Enfield registered sales of **75,935** motorcycles in the month of February 2024 as against **71,544** motorcycles sold during the same period in the previous financial year.

Speaking about the performance for the month of February 2024, **B Govindarajan, CEO, Royal Enfield** said, *“At Royal Enfield, our new motorcycle launches have helped us sustain our growth momentum across our retails. We are confident that with a slew of launches planned we will be able to build on this growth for the coming year. Last month, we also celebrated one year of the launch of our thoroughbred cruiser - The Super Meteor 650, which marks a significant milestone in our journey and reflects our commitment to pure motorcycling and endless exploration.”*

MOTORCYCLES SALES	February			YTD		
	2024	2023	Growth	2023'24	2023'24	Growth
Domestic	67,922	64,436	5%	7,68,751	6,74,956	14%
Exports	8,013	7,108	13%	68,430	87,704	-22%
Total	75,935	71,544	6%	8,37,181	7,62,660	10%

Brand & Business Updates

Royal Enfield announces its entry into the Turkish market

Royal Enfield announced its foray in the Turkish market through a partnership with K-Rides Motosiklet ve Bisiklet San. ve Tic. A.Ş., a subsidiary of Kibar Holding. The collaboration is aimed to strengthen Royal Enfield's presence in Turkey's mid-size motorcycle segment, with a flagship store set to open in Istanbul this Spring. Royal Enfield has a diverse lineup of motorcycles, catering to Turkish riders with iconic models like the Bullet, Classic, HNTR, Meteor, Super Meteor, Interceptor, Continental GT, Himalayan, and Shotgun.

Royal Enfield Super Meteor 650 Celebrates One Year Of Cruising With Its Community

Royal Enfield celebrated one year of pure cruising the **Super Meteor 650** in India. Over 2000 Super Meteor customers enthusiastically took part in the celebratory ride across 41 cities in India, showcasing the camaraderie and passion. Since the start of sale in February 2023, the Super Meteor 650 has captivated riders worldwide with its design language, geometry, refinement, and the gorgeous 650-Twin engine. Crafted for the long-distance riding enthusiast, the Royal Enfield Super Meteor 650 offers a thrilling ride experience, perfectly suited for traversing vast stretches of asphalt with unmatched comfort and style.



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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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