

## ROYAL ENFIELD RECORDS SALE OF 68,400 MOTORCYCLES IN DECEMBER 2022

**New Delhi: January 1, 2023:** Royal Enfield posted sales of **68,400** motorcycles in the month of December 2022 as against **73,739** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **8,579** motorcycles during the month as compared to **8,552** during the same period last year.

Speaking about the performance for the month of December 2022, **B Govindarajan, CEO, Royal Enfield** said, *“This has been a great year for us at Royal Enfield, and our performance throughout the year has been very encouraging in both domestic and international markets. We have been able to strengthen our foothold in the overseas market with the inauguration of our fourth CKD, outside India in Brazil. After launching some best in class products like the Scram 411, Hunter 350, we are now all geared up to launch our most awaited cruiser - Super Meteor 650. After a break of two years, we conducted our marquee ride - Himalayan Odyssey, and also got a chance to celebrate our community with Rider Mania. We are looking forward to the new year with lots of exciting news and some of the most exciting motorcycles from Royal Enfield’s stable making their debut for our customers across the world.”*

MOTORCYCLE SALES	DECEMBER			YTD		
	2022	2021	Growth	2022'23	2021'22	Growth
<b>Domestic</b>	59,821	65,187	-8%	5,42,818	3,60,898	50%
<b>Exports</b>	8,579	8,552	0%	73,552	55,695	32%
<b>Total</b>	<b>68,400</b>	<b>73,739</b>	<b>-7%</b>	<b>6,16,370</b>	<b>4,16,593</b>	<b>48%</b>

### **Brand & Business Updates:**

#### **Eicher Motors Limited announces Strategic Investment in Spanish Electric Mobility Company, Stark Future S.L**

The Board of Eicher Motors Ltd. (EML) has approved a strategic investment in, and plans for collaboration with European, high-performance electric motorcycle manufacturer Stark Future SL. EML will make an initial equity investment of € 50 million, translating to close to 10.35% equity stake in Stark Future SL and will also nominate a Director to the Board of Stark Future. This investment will pave the way for a long term partnership in collaborative research and development in electric motorcycles, technology sharing, technical licensing, and manufacturing. Stark Future recently launched its first high performance electric motocross bike, the Stark VARG, which received an exceptional response from global media, professional riders and dealers.

#### **Royal Enfield strengthens commitment to Americas region with the inauguration of a new CKD facility in Brazil**

Royal Enfield, began a new chapter on its journey in the Americas region, and specially in Brazil, with the commencement of operations of its new CKD assembly facility. This is a significant step forward in Royal Enfield’s plans in LatAm, and reiterates the brand’s commitment to the region, as Brazil is a strong market for Royal Enfield. Located in Manaus, capital of Amazonas state, the new facility is the fourth Royal Enfield CKD assembly unit across the world - after Thailand, Colombia and Argentina - in addition to its state-of-the-art manufacturing and ancillary facilities located in India.

## **JK Tyre presents Royal Enfield Continental GT Cup season 2 concludes at Kari Motor Speedway**

Audiences witnessed a spectacular season closure of the JK Tyre presents Royal Enfield Continental GT Cup 2022 Championship, after a knee-scraping action-packed race weekend at Kari Motor Speedway, Coimbatore from December 16-18 2022. After a nail-biting final round, Allwin Xavier and Soorya PM dominated the race track and emerged as champions in the Professional and Amateur categories with 49 and 85 points accumulated over three rounds and eight races, respectively. While the professional category saw a close battle between Allwin and Anish till the last race, in the Amateur category, Soorya PM continued his dominance throughout the season, and emerged as the champion with a comfortable lead of 35 points.

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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 recently launched, stylish new Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - Interceptor and Continental GT, the adventure motorcycles - Himalayan adventure tourer and the Scram 411 ADV Crossover, and the iconic Bullet 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are 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 2100 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 three modern CKD assembly facilities in Thailand, Argentina and Colombia. With more than 37% CAGR for the last 5 years and sales in international markets up 108% in 2021-22, Royal Enfield is the leader in the global mid-size motorcycle market.

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