

1,00,000... AND HUNTING! ROYAL ENFIELD CELEBRATES THE CREATION OF A 1 LAKH STRONG HUNTER COMMUNITY



February 24, 2023, Chennai: Royal Enfield, global leader in mid-segment (250cc - 750cc) motorcycles, is all set to celebrate a young and 'vibing', 1 Lakh-strong community for the recently launched Hunter 350. In just six months from its launch in August 2022, the Hunter has gained popularity among young Indians, and today has more than a hundred thousand motorcycles on the roads.

A new format of motorcycle, created to build newer experiences for newer audiences, the Royal Enfield Hunter was launched to bring in passionate motorcyclists who loved the Royal Enfield brand. An incredibly stylish, joyful, and muscular motorcycle that exudes retro-metro style, the Hunter, within just six months of launch, has earned the love and appreciation of innumerable riders.

The Hunter 350 brings together all the intense flavours of pure motorcycling in a tighter geometry with a refreshing new look that effortlessly combines old-school with new-age cool, and retains the essential Royal Enfield DNA. Already launched in markets such as Indonesia, Japan, Korea, Thailand in APAC; France, Germany, Italy and the UK in Europe; Argentina, Colombia and Mexico in LATAM and Australia and New Zealand in Oceania, the Hunter 350 has earned numerous awards, including the **prestigious Indian Motorcycle of the Year 2023 award**, presented by a consortium of the top automobile editors in India.

The success of the Hunter 350 is a reflection of Royal Enfield's vision to deliver motorcycles that combine style, performance, and innovation. It is the admiration and love of the riding community that encourages Royal Enfield to push boundaries in creating new styles and formats, and new expressions of motorcycling. The company

continues to expand its reach both in India and International markets, with such globally appealing mid-size motorcycles.

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 stylish Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - New Super Meteor 650, Interceptor 650 and Continental GT 650. 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 four modern CKD assembly facilities in Brazil, 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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