

ROYAL ENFIELD INTRODUCES GLOBAL RENTALS AND TOURS

- *Royal Enfield Rentals and Tours, the quickest and easiest way to experience the world on a motorcycle for anyone looking to set out on an adventure*
- *Explorers can rent a motorcycle of their choice or book a tour globally through a network of experts and trusted partners*
- *Royal Enfield Rentals and Tours is available across 60+ destinations, spanning in more than 25 countries like India, France, Italy, Scotland, Spain, Turkey, Peru, Ecuador, Argentina, Vietnam, Indonesia, Thailand, Morocco, Namibia, South Africa, Nepal, Bhutan and more*

Delhi, 18th April 2024 : Setting out on a journey of exploration and adventure has never been easier for travellers across the world. With the introduction of "Rentals and Tours," a one-stop solution for any journey on two wheels, Royal Enfield promises hassle-free and easy discovery of new destinations with brand assurance.

Building on the success of Royal Enfield Rentals in India, this comprehensive platform will now serve as an ultimate enabler for explorers looking to embrace novel motorcycle experiences across the globe. With accredited partners, both in India and globally, and the introduction of the Rentals and Tours programme, Royal Enfield now aims to redefine motorcycle tourism with its newest venture, which covers everything from motorcycle rentals and professionally guided tours to assistance with curating self-guided trips. Catering to a diverse spectrum of riding preferences, in terms of terrain and level of expertise, Royal Enfield 'Rentals and Tours' will allow prospective explorers to set out on unforgettable adventures and fulfill their quests for exploration.

"Royal Enfield has long been associated with epic journeys of exploration, with enthusiasts traversing countries, and continents on our motorcycles for decades. We believe we deeply understand the desire for adventure and to discover the world on two wheels. The Royal Enfield Rentals and Tours programme not only simplifies the logistics of motorcycle tourism, it also opens a world of new opportunities for those with the spirit of adventure in their hearts. With one of the world's largest motorcycling communities, we believe this initiative will not just fortify but also expand Royal Enfield's global motorcycling family, fostering a deeper sense of camaraderie among riders across borders.", said **B Govindrajan, CEO, Royal Enfield**.

To rent a Royal Enfield motorcycle or to book a motorcycle tour has never been easier. It is user-friendly, and an absolutely simple process that requires just a few clicks. One merely has to head to royalenfield.com/rentals and royalenfield.com/tours, browse through the options based on planned destination and time frame, and then confirm booking interest. A quick call-back from the tour operator will be organised, to confirm and finalise details of the tour and the itinerary. All that is left to do then, is to pack the helmet and riding gear and look forward to the next big adventure on two wheels.

The rental programme extends to 32 destinations, spanning India, South Africa, Indonesia, Colombia, Turkey, and Namibia, among others. Collaborating with multiple tour partners, Royal Enfield provides riders with a diverse array of experiences across a total of 62 trips, covering 52 destinations in 25 countries. From

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exploring the captivating international destinations of France, Scotland, and Spain to the enchanting locales of Cochin, Gangtok, and Tawang in India, Royal Enfield Rentals and Tours offer boundless possibilities for unforgettable rides.

Instagram: @royalenfieldrentalsandtours

Facebook: @royalenfieldrentalsandtours

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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 Hunter 350 roadster, Meteor 350, Super Meteor 650 cruiser, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, 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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