

ROYAL ENFIELD EXPANDS PRE-OWNED MOTORCYCLE BUSINESS - REOWN; NOW AVAILABLE IN 236 CITIES ACROSS THE COUNTRY

- *Introduces a loyalty program with exchange benefit for those looking for an upgrade to a new Royal Enfield motorcycle*
- *REOWN delivers on complete brand assurance, fair price guarantee, easy transfer and documentation, providing an absolutely hassle-free experience*

Chennai, December 17, 2024: Royal Enfield, the global leader in the mid-size (250cc-750cc) motorcycle segment, today announced a significant expansion of its pre-owned motorcycle business, REOWN. Customers and RE enthusiasts in **236 cities across India** will now be able to conveniently sell their existing motorcycles and upgrade to a new ride from Royal Enfield's exciting and capable line-up. REOWN, a transparent platform for buying and selling pre-owned Royal Enfields, was introduced in 2023 in select cities.

REOWN will be available to customers through Royal Enfield's 475 dealerships in 236 cities covering 24 Indian states and union territories. It will uphold the company's commitment to offer a range of motorcycles that combine reliability and pure motorcycling experience. Apart from network expansion, Royal Enfield also introduced its **first-ever loyalty program with exchange benefits** for customers who wish to upgrade from a pre-owned Royal Enfield motorcycle to a new one through REOWN's RE-to-RE exchanges.

Commenting on the expansion of the REOWN, **Yadvinder Singh Guleria, Chief Commercial Officer, Royal Enfield** said, *"At Royal Enfield, we are constantly innovating to ensure we extend the joy of owning a Royal Enfield to riding enthusiasts. REOWN's expansion to cover 236 cities from just select cities within a year is an extension of our promise to provide enthusiasts with a hassle-free and transparent way of owning a Royal Enfield, whether it is their first or a cherished upgrade."*

REOWN is designed to meet the increasing passion and desire for Royal Enfield motorcycles among riding enthusiasts. It serves as a one-stop solution for customers interested in owning pre-owned Royal Enfields with an aim to simplify ownership and upgrades while providing trust, convenience, and complete brand assurance. REOWN offers both in-store and online options, making it easy for customers to buy, sell, or exchange their Royal Enfield motorcycles. Sellers can schedule a free-of-cost inspection for their motorcycle at any location by completing an online form. REOWN has also partnered with Adroit Auto, SAMIL & Instabid to facilitate exchanges of non-RE motorcycles as well. **Every pre-owned motorcycle listed on REOWN is certified by Royal Enfield and undergoes 200+ technical and mechanical checks** and is refurbished using genuine parts at authorized Royal Enfield service centers. Furthermore, these motorcycles come with a 12 months brand warranty and include two complimentary services.

To buy / sell or learn more about this program, log on to: royalenfield.com/reown

ROYAL ENFIELD

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 Goan Classic 350, electric vehicle brand, Flying Flea - including the Classic-styled Flying Flea C6 and Scrambler-styled Flying Flea S6 - that recently showcased in Milan. It also includes the, Bear 650, Classic 650, Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350, Classic 350 and the new Goan 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 six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.

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