



ROYAL ENFIELD LAUNCHES BORDERLESS WARRANTY PROGRAM

First Indian Automotive brand to offer a global warranty, backed by a network of over 3000+ Royal Enfield authorised service touch points in 70+ countries

Chennai (India), July 31, 2024: Royal Enfield, the global leader in the mid-size (250-750cc) motorcycle segment, announced the launch of a first-of-its-kind consumer programme, '**Borderless Warranty Program**', offering riders unprecedented freedom to ride and conquer new horizons. Breaking barriers and redefining adventure, Royal Enfield becomes the first Indian automotive brand to introduce a global warranty initiative, encouraging Royal Enfield owners across the globe to rev up, ride more and explore without limits.

Designed to inspire worry-free explorations, Borderless Warranty program from Royal Enfield enable the riders to avail the benefit across many countries, underscoring Royal Enfield's commitment to rider satisfaction and, further amplifying the brand's 'pure motorcycling' ethos.

With the Royal Enfield Borderless Warranty Program, riders can now embark on their journeys with greater confidence, knowing that their Royal Enfield motorcycles are backed by an extensive warranty program that transcends borders. **This warranty program is applicable for all the motorcycles currently under warranty and for all the new motorcycles purchased from Royal Enfield authorised stores across the globe.** Backed by a **network of 3000+ Royal Enfield authorised service touch points** across **2605 cities** in **70+ countries** (including India), Royal Enfield encourages riders to explore new horizons, discover diverse cultures, and forge unforgettable memories on their Royal Enfield motorcycles, without the burden of maintenance concerns.

Commenting on the launch of the 'Borderless Warranty' program, **Yadvinder Singh Guleria, Chief Commercial Officer, Royal Enfield**, said, "*At Royal Enfield, we are dedicated to fostering a vibrant global community of riders who share our passion for exploration and adventure. With the introduction of the Royal Enfield Borderless Warranty Program, we aim to redefine customer experience by offering unprecedented levels of support and assurance to riders across the world.*"

The Borderless Warranty Program reaffirms Royal Enfield's position as a pioneering force in the global mid-size motorcycle industry, setting new standards for customer care and satisfaction. With this initiative, Royal Enfield continues to inspire riders worldwide to ride more, explore more, and embrace the spirit of adventure on their trusted Royal Enfield motorcycles.

For more details, please visit <https://www.royalenfield.com/uk/en/after-sales/borderless-warranty/>

ROYAL ENFIELD

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 all-new Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, 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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