

## **365 DAYS ... AND CRUISING HIGH!**

### **THE ROYAL ENFIELD SUPER METEOR 650 CELEBRATES ONE YEAR OF CRUISING WITH ITS COMMUNITY**

***More than 2000 Super Meteor 650 owners across 40+ cities join the ride and celebrations***

**Chennai, February 20, 2024:** Royal Enfield celebrated one year of pure cruising of its thoroughbred highway cruiser - the **Super Meteor 650** in India. Since the start of sale in February 2023, the Super Meteor 650 has captivated riders worldwide with its design language, geometry, refinement, and the gorgeous 650-Twin engine. Crafted for the long-distance riding enthusiast, the Royal Enfield Super Meteor 650 offers a thrilling ride experience, perfectly suited for traversing vast stretches of asphalt with unmatched comfort and style.

In celebration of this milestone, over **2000** Super Meteor customers enthusiastically took part in the celebratory ride across **41** cities in India, showcasing the camaraderie and passion shared among Super Meteor 650 owners. Their enthusiasm reflects the deep connection riders have formed with this cruiser, further solidifying its status as a cult favorite among the cruiser riding community in India. Globally, the Super Meteor 650 has been gaining significant traction and popularity across international markets as well.

Speaking about the Super Meteor 650 on its first anniversary, **Mr. Yadvinder Singh Guleria, CCO, Royal Enfield**, said *"One year of the Royal Enfield Super Meteor 650 marks a significant milestone in our journey. We are thrilled to see the passion and excitement it has ignited among riders worldwide. The Super Meteor, we believe, is an amazing cruiser and truly best in its category. This celebration, and number of riders participating in the ride, is a testament to the fact that Super Meteor 650 truly embodies the spirit of exploration and cruising, inspiring riders to seek new horizons and create unforgettable memories on the open road."*

The Super Meteor 650 continues Royal Enfield's heritage of building superlative cruisers. It is centered around the acclaimed 648cc twin platform that, since 2018, has enjoyed worldwide recognition. Its distinctive design, coupled with advanced engineering, has made it the preferred choice for riders seeking the ultimate cruising experience. A quintessential cruiser, it combines uncluttered controls and instrumentation with relaxed rider ergonomics; rock-steady stability on highways with pure riding pleasure on even on the most winding roads where it is keenly responsive to steering inputs. Its flexible, smooth engine has torque aplenty and it's cool retro styling is infused with clearly recognisable Royal Enfield DNA.

Recently, the company introduced '**ROYAL ENFIELD WINGMAN**', a new, rider focussed connected vehicle solution in the Super Meteor 650. The WINGMAN seamlessly integrates the vehicle connectivity, the application and backend support through a dedicated Royal Enfield GRID team, providing riders with information about their motorcycle and proactive support at all times. The feature has seen strong adoption and continues to empower riders to cruise carefree while getting just the right kind of diagnostics and information about their motorcycle to make it a seamless, worry-free journey.

#### **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

Royal Enfield's premium line-up includes the Hunter 350 roadster, Meteor 350 and Super Meteor 650 cruiser, Shotgun 650, Interceptor 650 and Continental GT 650 twins, 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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