

FROM ROADS TO THE RACETRACKS ROYAL ENFIELD MOTORSPORTS INTRODUCES TRACK SCHOOLS FOR ASPIRING RACERS

- *The Royal Enfield Track School launched with an objective to make track racing accessible for aspirants, and to encourage more enthusiasts to hone their track-riding skills*
- *Track schools are set to commence on 9 - 10 September at Kari Motor Speedway in Coimbatore, 15 October in Bangalore, 5 November in Kolhapur, and 26 November in Ahmedabad*
- *To register interest participants can visit:*
<https://www.royalenfield.com/in/en/royal-enfield-track-school/>

Chennai, August 21, 2023: Royal Enfield, global leader in mid-size motorcycles (250cc - 750cc), today announced the launch of Royal Enfield Track School in India. Strengthening its 'Pure Sport' initiative, Royal Enfield aims to make racing and motorsports more accessible for aspiring racers and track enthusiasts who wish to hone their skills on the racetrack. After the immense success of the Royal Enfield Continental GT Cup, this initiative further aims to nurture the racing culture in the country and encourage passionate young racers to take up track racing.

In recent years, racing has acquired immense popularity in India and the introduction of the Royal Enfield Track School is likely to 'fuel' this passion and popularity further. It will also serve as a stepping stone for racers who desire to compete in future Royal Enfield Continental GT Cup competitions.

The Royal Enfield Track School will train riders to overcome their challenges and push their limits while enhancing their skills on a motorcycle, which will make them better and safer motorcyclists not only on the racetrack but also on the road. Riders have the opportunity to enhance their riding skills in a challenging and supervised environment, with proficient motorcycles and instructors.

The Royal Enfield Track School will provide participants with a Royal Enfield GT650 twin-cylinder motorcycle for track training. The racers will be trained by racing specialists, and the track school will be held across India, giving many aspiring racers the opportunity to participate. In the near future, additional Track school locations and dates will be announced.

As part of Royal Enfield's diversified global Motorsports programme, the Track School in India will coexist alongside the GT Cup, the Build. Train. Race, women's racing programmes and American Flat Track team in the United States, DTRA flat track racing in the United Kingdom, drag racing in Europe and India, and Slide Schools in six countries. Follow our Instagram page, @royalenfieldmotorsports

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 2,050 stores across all major cities and towns in India and through nearly 1,150+ touchpoints 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. With more than 35% CAGR for the last 5 years, Royal Enfield is the leader in the global mid-size motorcycle market.

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