

ROYAL ENFIELD LAUNCHES REOWN

- *The most trusted and convenient one-stop solution designed to facilitate purchase or sale of pre-owned Royal Enfield motorcycles*
- *The initiative also allows exchange of any motorcycle for an upgrade to a Royal Enfield motorcycle*
- *Complete brand assurance, guarantee of fair price, easy transfer and documentation, and an absolutely hassle-free experience | Available in Delhi, Mumbai, Kolkata, Bangalore and Chennai*

Chennai, December 5th, 2023: Royal Enfield, the global leader in the mid-size (250cc-750cc) motorcycle segment, today announced the introduction of **Reown**, a new company-operated, pre-owned motorcycle business initiative that enables existing and prospective customers to buy or sell their Royal Enfield motorcycles, and exchange their motorcycles and upgrade to a Royal Enfield with ease.

In line with the ever-growing love and aspiration for Royal Enfield motorcycles among riding enthusiasts, **Reown** is envisaged as an initiative to create easier access to ownership and upgrading while ensuring trust, convenience and complete assurance by the brand for customers. A one-stop-solution for customers looking to own 'pre-owned' Royal Enfields, **Reown** will offer a wide range and array of pre-owned Royal Enfield motorcycles.

Commenting about the launch of RE-OWN, **Royal Enfield CEO, B Govindarajan** said, *"We see Reown as an initiative to address the issue of accessibility and trust that customers have when purchasing pre-owned Royal Enfield motorcycles. With our wide retail network, and an even wider ecosystem of Enfield collectors and workshops, we have the ability to bring together an array of pre-owned Royal Enfield motorcycles to aspiring riders, ensure thorough checks on the motorcycle for quality and to guarantee and assurance by the brand. We believe this initiative will usher in a new set of customers into Royal Enfield's class-leading motorcycle line-up, and into our world of Pure Motorcycling."*

Reown is a business initiative with an opportunity to tap into newer markets and a new set of customers. Designed to help overcome ownership barriers and provide customers with easy discovery, smooth experience and peace-of-mind, **Reown** guarantees fair pricing and hassle free documentation support for those looking to sell or buy a pre-owned Royal Enfield, or to exchange any existing motorcycle of any brand and upgrade to a Royal Enfield. This makes it a great opportunity for enthusiasts who are currently non-owners, to upgrade to an Enfield motorcycle.

With both, in-store and online access available, customers can easily express interest to sell or buy a Royal Enfield or exchange their existing motorcycle. A dedicated relationship manager will assist the customer through their journey, ensuring a seamless experience. Customers looking to sell their Enfields can book an inspection for their old motorcycle anywhere by filling a form online. All pre-owned Royal Enfield motorcycles listed on **Reown** undergo 200+ technical and mechanical checks, and are refurbished with genuine motorcycle parts at authorised Royal Enfield service centers. Additionally, pre-owned motorcycles are offered with a brand warranty and two free services. Customers selling through **Reown** are entitled to exciting loyalty benefits worth INR 5000 of Genuine Motorcycle Accessories that can be availed on their next Royal Enfield motorcycle purchase. Customers looking to upgrade to a Royal Enfield motorcycle, can bring in any pre-owned motorcycle for exchange and be assured of the right value.



To enhance the consumer experience, Royal Enfield has formed strategic alliances with multiple partners such as HDFC & IDFC to enable attractive finance options for customers, Adroit Auto to enable doorstep motorcycle evaluation, with Shriram group to facilitate upgrades from other two wheeler brands and with OLX to enable easy discovery of and accessibility to certified pre-owned Royal Enfield motorcycles.

To learn more about this program, interested individuals can visit their nearest Royal Enfield dealership or log on to: royalenfield.com/reown

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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 Meteor 350 and Super Meteor 650 cruiser, 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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