

Royal Enfield launches the first-ever sustainable riding jacket: Streetwind Eco

- Each jacket is made using 75 plastic pet bottles and 100% recycled materials
- Breathable, light-weight and made out of sustainable material
- Equipped with Ergo Pro Tech CE level 2 armour offering superior impact protection

New Delhi, 10 August 2023: Royal Enfield, the global leader in the mid-size (250-750cc) motorcycle segment, today announced the launch of the Streetwind Eco Riding Jacket - the first ever sustainable riding jacket, setting a new benchmark in the riding gear segment. Promoting the cycle of reusability, the Streetwind Eco Riding Jacket ensures greater environmental sustainability. Along with repurposing 75 plastic pet bottles per jacket—the newest addition to Royal Enfield Apparel's offering—also integrates 100% recycled materials such as recycled polyester shell fabric, recycled polyester mesh fabric and recycled nylon Cordura. The Streetwind Eco Riding Jacket continues to offer the utmost comfort, safety, quality and style while prioritising sustainability.

This jacket features sustainable materials and a 90% Ventilated Mesh to keep city riders cool and comfortable. Its lightweight design allows for unrestricted movement, and its easy packable feature offers convenience on the go. Having repurposed 412K plastic bottles to create 5400+ eco-conscious jackets, Royal Enfield is set to reduce CO2 emissions by 14 tons and also prevent 2 cubic meters of plastic bottle waste from entering landfills. Moreover, the zero-liquid discharge strategy enables efficient water recycling in the production process.

Safety is paramount for Royal Enfield, and the Streetwind Eco Jacket has been innovated keeping this aspect in mind. Equipped with the newly launched Ergo Pro Tech CE level 2 armour, meticulously crafted with a focus on precision and ergonomics. This passes the latest CE 2 standards even under challenging conditions like ambient, wet, hot, and cold temperatures and their 3D construction ensures a perfect fit for the human body's impact zones. The shoulder and elbow armours are contoured to provide a snug fit at the joints, allowing for comfortable movement without any discomfort. Moreover, the design considers easy integration into jackets and trousers, making it convenient for the riders. The innovative Hexa pattern, with strategically placed grooves, enhances the flexibility of the armours. To promote breathability, multiple vents are incorporated into the design, ensuring the rider's skin remains cool and comfortable.

Commenting on the launch, **B Govindarajan, CEO, Royal Enfield**, said, *"Central to Royal Enfield's philosophy is the commitment to leave every place better. Our comprehensive approach to sustainability is not only limited to our products, but extends to vendors, manufacturing, and collaborations ensuring that the entire supply chain is environment friendly. Having developed an apparel and gear portfolio that caters to riders regardless of terrain, weather conditions, or destinations, we are charting the way to a more sustainable future. With the launch of The Streetwind Eco Riding Jacket, we aim to set new benchmarks that look ahead, towards a promising and eco-conscious future in the segment."*

Royal Enfield's philosophy to 'leave every place better' extends into every part of the business, including apparel products. The upcoming line of riding jackets, exemplified by the Streetwind Eco, is designed with rider-centricity in mind. These jackets are thoughtfully crafted to encompass all the essentials that cater to a rider's unique preferences and requirements, be it urban, cruising, touring, or adventure touring, ensuring a perfect fit for every motorcycle and adventure preference.

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About Royal Enfield Apparel:

Started in 2014, the Royal Enfield Apparel division was conceived with a single aim - to create an ecosystem around pure motorcycling and enhance the motorcycling experience. Safety is the prime consideration for Apparel, with three important parameters - protection, comfort, and style. It strengthens the Pure Motorcycling way of life and allows emerging aspirants and existing loyalists to express themselves with the brand in numerous new ways. Relevance and being accessible for the end-user are the other key attributes that Royal Enfield considers. Our apparel range consists of lifestyle apparel and protective gear.

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 2050 stores across all major cities and towns in India and through nearly 1150+ 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.

For more information about Royal Enfield please visit: <https://www.royalenfield.com>

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