

2,00,000 ... AND STILL HUNTING!

ROYAL ENFIELD HUNTER 350 COMMUNITY GROWS STRONGER - TOUCHES 2 LAKHS IN LESS THAN TWELVE MONTHS SINCE LAUNCH

July 25, 2023, Chennai, India: A 2,00,000+ strong Hunter 350 community across the globe ... and still counting! Royal Enfield, global leader in the mid-size motorcycle segment (250cc - 750cc), has proudly crossed the 2,00,000 sales mark for its compact and stylish roadster, the Hunter 350. Launched in August 2022, the Hunter touched 1 lakh sales mark in February 2023 - just six months from the start of retail - and has completed the next 1,00,000 sales milestone in just five months since.

Developed from the ground-up, and built to have strong Royal Enfield character combined with a fresh and appealing compact design, the Hunter 350 has been instrumental in bringing in a new set of consumers into the Royal Enfield community, and its growing acclaim is a strong testament that it is doing just that.

Commenting on the Hunter 350's success and speaking about this milestone, **Mr. B. Govindarajan, CEO, Royal Enfield said**, "The Hunter 350 is, undoubtedly, the most popular motorcycle launched in the mid-size motorcycle segment over the last year. We are very proud that in less than one year since its launch the Hunter has amassed a proud community of more than two hundred thousand riders across the world. Not just in India, the Hunter 350 is increasingly growing in popularity across international markets as well. We thank our new and vibrant Hunter community for making 'Hunter 350' a huge success and helping us achieve this milestone in a very short time. Powered by our state-of-the-art manufacturing facilities in Chennai, and our expansive global retail network, we are confident to be able to cater to growing demand for Hunter across the world."

With its cool styling, dynamic performance and modern-retro charm, the Hunter 350 is the preferred choice for young riders today. Whether navigating tight spots within the urban maze, or just hanging out at the coolest neighbourhoods in the city, or zipping through open roads, young riders are choosing the Hunter 350 for its swift agility and confident manoeuvrability. Little surprise then, that the Hunter 350 is the recipient of 20+ Indian & International awards and accolades including the esteemed 'Indian Motorcycle of the Year 2023' award and Best Modern Classic Lightweight Motorcycle in Thailand.

The Hunter 350's popularity is a testament to Royal Enfield's mission of delivering motorcycles that are innovative, stylish, and powerful. In India, the Hunter 350 has made rapid inroads into the Tier-2 and Tier-3 markets as well, apart from the metros. In addition to India, Hunter is now available in Indonesia, Japan, Korea, Thailand in APAC; France, Germany, Italy and the UK in Europe; Argentina, Colombia and Mexico in LATAM and in Australia and New Zealand as well. The motorcycle will soon be launched in Brazil.

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 four modern CKD assembly facilities in 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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