

## ROYAL ENFIELD RECORDS SALE OF 78,580 MOTORCYCLES IN SEPTEMBER 2023

**New Delhi, 01 October 2023:** Royal Enfield recorded sales of **78,580** motorcycles in the month of September 2023 as against **82,097** motorcycles sold during the same period in the previous financial year.

Speaking about the performance for the month of September 2023, **B Govindarajan, CEO, Royal Enfield** said, "We kicked-off with a spectacular launch to begin this month. The global launch of the 2023 Royal Enfield Bullet was hosted with global experts and media, here at our technical and manufacturing facilities in Chennai. We celebrated the journey and the 90+ years' legacy of the iconic Bullet motorcycle and its riding communities and were able to take the global media around our state-of-the-art facilities, giving them a view of our product strategy and development prowess. While the Bullet has received very strong response from consumers this month, we look forward to continued excitement through the upcoming festive season as well. We are confident that our upcoming launches will boost our growth momentum even further."

MOTORCYCLE SALES	September			YTD		
	2023	2022	Growth	2023'24	2022'23	Growth
<b>Domestic</b>	74,261	73,646	1%	4,16,887	3,40,709	22%
<b>Exports</b>	4,319	8,451	-49%	40,099	54,260	-26%
<b>Total</b>	<b>78,580</b>	<b>82,097</b>	<b>-4%</b>	<b>4,56,986</b>	<b>3,94,969</b>	<b>16%</b>

### Brand & Business Updates

#### **Royal Enfield Launches the 2023 Bullet: Same Heart. New Beat.**

A symbol of limitless resilience and endurance in motorcycling and automotive history, the Royal Enfield Bullet 350 continued its legacy in a new avatar as Royal Enfield announced the launch of the all-new 2023 Bullet 350. The Bullet is now powered by the modern, globally acclaimed 349cc air-oil cooled single cylinder engine that also powers the Meteor, Classic and Hunter. Launched on 1st September 2023, the Bullet is available in 3 distinct editions Military Red and Military Black; Standard in Black or Maroon and the Black Gold across India.

#### **Launch of the Royal Enfield Rentals programme - Discover A New Path To Pure Motorcycling**

Royal Enfield launched a first-of-its-kind Rentals programme, a unique initiative that partners with the vibrant and thriving ecosystem of motorcycle rental operators across India to allow enthusiastic explorers an easy and super convenient way to rent and ride Royal Enfield Motorcycles.

## **Royal Enfield strengthens Middle East presence with the appointment of AW Rostamani Group as official distributor for the UAE**

Royal Enfield, further strengthened its presence in the Middle East and Africa region with the appointment of AW Rostamani Group as its official distribution partner for the UAE. With the newly formed alliance, Royal Enfield will further widen its presence in the UAE, as the AW Rostamani Group today inaugurated its first Royal Enfield store at Umm Suqeim St. Dubai.

## **Royal Enfield owners across the world take to the roads to celebrate the 12th edition of 'One Ride'**

Cities across the world echoed with the sound of Royal Enfields as 28,000+ owners celebrated the 12th edition of Royal Enfield's global marquee ride, One Ride 2023. First hosted back in 2011, One Ride celebrates the passion of motorcycling, and in its latest edition it witnessed participation from more than 58 countries, where Royal Enfield enthusiasts rode together to celebrate the camaraderie and their love for motorcycling.

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### **About**

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 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.

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**ROYAL ENFIELD**