

## ROYAL ENFIELD RECORDS SALES OF 63,387 MOTORCYCLES IN DECEMBER 2023

**New Delhi, 01 January 2024:** Royal Enfield registered sales of **63,387** motorcycles in the month of December 2023 as against **68,400** motorcycles sold during the same period in the previous financial year.

Speaking about the performance for the month of December 2023, **B Govindarajan, CEO, Royal Enfield** said, *“As we approach the end of 2023, we are beyond thrilled with how the year has been for us. We’ve had some spectacular motorcycle launches and the response from global experts and consumers has been nothing short of exceptional. Earlier this month, we debuted the Shotgun 650, a motorcycle that is a bold reinterpretation of custom culture infused with Royal Enfield’s DNA and signifies a thrilling new chapter in our design evolution. As we gear up for 2024, I look forward to an even more exciting year ahead lined up with interesting motorcycle launches.”*

MOTORCYCLES SALES	December			YTD		
	2023	2022	Growth	2022'23	2021'22	Growth
<b>Domestic</b>	57,291	59,821	-4%	6,30,273	5,42,818	16%
<b>Exports</b>	6,096	8,579	-29%	54,786	73,552	-26%
<b>Total</b>	63,387	68,400	-7%	6,85,059	6,16,370	11%

### **Brand & Business Updates**

#### **Royal Enfield introduced the Shotgun 650. A motorcycle inspired by custom for custom.**

Royal Enfield debuted the production version of the Shotgun 650. Built on Royal Enfield’s globally proven 650-Twin platform, the Shotgun 650 is a tribute to the culture of customisation and blends retro-futuristic design with modern features. The motorcycle will be launched across global markets early next year and will be available in four unique colorways - Stencil White, Plasma Blue, Green Drill and Sheetmetal Grey.

#### **Royal Enfield announced the introduction of Reown**

Royal Enfield 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.

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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.

For further information please contact:

[corpcomm@royalenfield.com](mailto:corpcomm@royalenfield.com)