

RENT, RIDE, EXPLORE

DISCOVER A NEW PATH TO PURE MOTORCYCLING WITH ROYAL ENFIELD RENTALS

- *Royal Enfield Rentals - a unique partnership with the Motorcycle Rental Operators ecosystem that allows instant, easy access to Royal Enfield motorcycles for riders to rent, ride and explore*
- *Programme to cover more than 40 motorcycle rental operators across 25 cities and destinations in India, enabling explorers and enthusiasts to rent and ride more than 300 motorcycles*

September 20, 2023: Royal Enfield, the global leader in the mid-size (250cc-750cc) motorcycle segment, today launched **Royal Enfield Rentals**, a unique and one-of-its-kind programme 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. Be it exciting road-trips with the family, adventures and trail explorations with motorcycling buddies, or a quiet, introspective solo motorcycling expedition, this new initiative promises to fuel the passion for riding by offering hassle-free access to rent a Royal Enfield motorcycle and ride anywhere.

For decades, Royal Enfield's motorcycling ecosystem has included hundreds and thousands of independent mechanics, ustaads, custom-builders, and motorcycle rental operators across India, who have furthered the brand's vision of being an ally on every rider's journey of exploration. Royal Enfield has been in close collaboration with these evangelists of pure motorcycling by partnering with them and working with them. The new Royal Enfield Rentals initiative is a renewed reiteration of commitment to work with this extended ecosystem. Travellers and motorcyclists now have the access to rent from a wide portfolio of over 300 Royal Enfield motorcycles across 25 cities in India, from more than 40 motorcycle rental operators.

Speaking about this new initiative, Mohit Dhar Jayal, Chief Brand Officer, Royal Enfield, said, "Our extended family of motorcycle rental and tour operators and mechanics have played a critical role in shaping our culture and mission of pure motorcycling. Alongside our efforts, the people of this extended ecosystem have built wider access and aspiration for our motorcycles. Our new Royal Enfield Rentals initiative will enable access for riders to rent a motorcycle anywhere in India, and it will also enhance the level of support we offer to all motorcycle rental operators who represent the backbone of our ecosystem across tourist and rider destinations everywhere".

India, a vast land of diverse cultures, terrain, and destinations is best experienced on a Royal Enfield motorcycle. Simple, uncomplicated, evocative, and fun to ride, Royal Enfield motorcycles are the best set of wheels for an unhurried, leisure travel experience and have been trusted companions of adventurers and explorers for decades. Now, the process of renting and riding these motorcycles has become even more convenient and reliable as riders will have access to high-quality and well-maintained fleet of Royal Enfield motorcycles, providing them with peace of mind throughout their journey.

Royal Enfield now enables travellers to explore India with an array of experiences across more than 25 cities. From the vibrant cultures of **Ahmedabad** and **Mumbai**, Royal Enfield Rentals paves the way to explore the colourful deserts of Kutch in Gujarat or Maharashtra's rich tapestry. Venture to the tranquil mountains from **Chandigarh**, the gateway to **Dharamshala**, **Leh**, and **Manali**, where adventure thrives in every corner. Discover the spiritual sanctuaries of **Haridwar** and **Rishikesh** along the Ganges, while **Udaipur**, **Jaipur** and **Jaisalmer** whisper tales of regal heritage while exploring the deserts. The coastal charms of **Goa**, **Kochi**, **Bhubaneswar**, **Thiruvananthapuram** and **Visakhapatnam** offer quaint,

unexplored backroads and sandy shores. **Delhi, Chennai, Bengaluru** and **Hyderabad** showcase majestic cultural cityscapes, and **Shimla, Nainital,** and **Dehradun** cradle you in hillside serenity. Chase unique experiences while soaring in **Bir Billing's** paragliding paradise or embarking on wildlife adventures in **Siliguri**. As more cities will be added in the future, Royal Enfield Rentals will continue to provide unforgettable journeys in each of these cities.

For more information, detailed rental options, and to book your Royal Enfield motorcycle for your next adventure, visit : <https://www.royalenfield.com/rentals>

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 2,050 stores across all major cities and towns in India and through nearly 1,150+ 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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