

## Royal Enfield 500cc and 535cc motorcycle range now available in Australia in Euro IV, with ABS

**Melbourne, Australia, May 02 2018:** Royal Enfield, the fastest growing motorcycle brand in the world, announced availability of its 500cc and 535cc range of motorcycles as per EURO IV compliance. The new Euro IV compliant range includes - the iconic Bullet 500cc, the retro-street model- Classic 500cc and the Continental GT (535cc) cafe racer. The Euro IV range also comes fitted with dual-channel ABS and is now available across Australia and New Zealand. The 500cc and 535cc motorcycle range will have Dual Channel ABS supplied by Bosch, offering extra protection to the rider in wet, slippery conditions, as well as road filled with dust and gravel, providing more stability and safety.

Royal Enfield, born in 1901 in the city of Redditch in UK has challenged the conventions of the motorcycle industry for more than a century. The brand with a strong British legacy of 117 years that includes the two world wars, manufacturing the oldest motorcycle in continuous production - the Bullet, and being on the forefront during the best years of British automobile and motorcycling history, made its journey from U.K. to India in 1950's where it is currently manufactured. Today Royal Enfield is one of the fastest growing motorcycle brands in the world and a one of the leading player in the mid-size motorcycle segment (250cc-750cc) globally. Royal Enfield motorcycle range includes - 'standard' motorcycles which are excellent to ride in the city with good all round capabilities, at the same time models that are more specialised for specific needs such as touring, adventure and cafe racing. Royal Enfield motorcycles are non-extreme in their approach, and make for seamless all-purpose motorcycles, designed to give maximum pleasure at regular road-going speeds, and fun for novices as well as experienced riders.

Royal Enfield motorcycle range available in Australia includes the iconic Bullet 500, the retro-street models - Classic 500 and 350cc + Classic Chrome 500cc, the Continental GT cafe racer 535cc, and the recently launched Himalayan 410cc – and Rumbler available in 350cc. Royal Enfield's first exclusive store in Australia in Melbourne is a dealership by Mid Life Cycles. Royal Enfield has been working tirelessly with Urban Moto Imports as its distributor in the country since 2015, to bring a differentiated experience for motorcycle enthusiast in the region.

Beyond India (the biggest market for the brand with over 790 dealerships), Royal Enfield motorcycles reach consumers and enthusiast in more than 50 countries through 540+ dealerships and 37 exclusive brand stores in trend-setting cities such as Milwaukee, London, Paris, Madrid, Barcelona, Melbourne, Sao Paulo, Bogota, Medellin, Dubai, Bangkok, Jakarta, Manila, Ho Chi Minh City, and now in Buenos Aires. Royal Enfield sold more than 820,000 units globally in FY 2017-18, and intends to ramp-up its production capacity to up-to 950,000 motorcycles by end of 2018, to meet its increasingly rising global demands.

To know more about Royal Enfield visit: <http://royalenfield.com.au/>

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### **About Royal Enfield:**

The oldest motorcycle brand in continuous production, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-sized motorcycle segment in India with its

unique and distinctive modern classic bikes. With its new manufacturing base in Chennai, India, Royal Enfield is able to grow its production rapidly against a surge in demand for its motorcycles. With more than 50% growth every year for the last 5 years, Royal Enfield is fast becoming a very important player in the global mid-size motorcycle market and is working towards re-inventing this space with motorcycles that are evocative and engaging and great fun to ride.

Royal Enfield's product line-up in India includes the Bullet, Classic and Thunderbird and Thunderbird X models in 350 and 500cc displacement along with purpose-built Himalayan powered by the new LS410 engine. Royal Enfield operates through 17 company-operated stores and 790 dealers in all major cities and towns in India, and exports to over 50 countries across the world including the USA, UK, several European and Latin American countries, as well as the Middle East and South-East Asia. Royal Enfield also organizes and supports many motorcycling events and rides globally, more prominently the Rider Mania – an annual gathering of Royal Enfield riders from all over the world to the lovely beaches of Goa, and the Himalayan Odyssey, the most arduous motorcycle ride over some of the toughest roads and highest mountain passes in the Himalayas. Royal Enfield also conducts the popular 'One Ride' where people around the world ride out on their motorcycles on the first Sunday of April.