

Royal Enfield expands footprint in APAC, enters South Korea

Opens its first stand-alone flagship store in Seoul

Seoul, April 19, 2019: Royal Enfield, the global leader in mid-sized motorcycles, announced its entry into South Korea, with Vintage Motors (Kiheung International) as its official distributor-partner in the country. The iconic British motorcycle manufacturer arrives in Korea with its first flagship store in Seoul at Hannam-daero 42-gil, commencing its full operation, including after sales, spares and service. This strategic announcement is in line with Royal Enfield's focused international thrust of leading and expanding the global mid-sized motorcycle segment (250-750cc). The brand launch press conference was addressed by Mr. Vimal Sumbly, APAC Business Head and Pablo Lee Junior- Chief Executive Officer, Kehung Motors.

Commenting on the launch of Royal Enfield at the exclusive store in Korea, Mr. Vimal Sumbly, APAC Business Head, said, "Our focus is to sustain and expand our reach in International markets especially in Asia pacific region. Royal Enfield has seen consistent growth in the APAC region with a 205 year-on-year growth. Korea is an important chapter in the growth story and we are thrilled to commence business here. We fully committed to focus all our energies on becoming part of the fabric of this country's rich motorcycling culture."

Royal Enfield, born in 1901 in the city of Redditch, UK has challenged the conventions of the motorcycle industry for more than a century. With a strong British legacy of 118 years that includes 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 one of the leading players in the mid-size motorcycle segment (250cc-750cc) globally, is now a division of publicly traded Eicher Motors Limited (EICHERMOT), in India.

Commenting on his plans for the market, Pablo Lee Jr., CEO of Kiheung Motors, said, "We are honoured to partner with Royal Enfield and bring their passion for motorcycling to customers across Korea. Royal Enfield motorcycles will offer Korean two wheeler riders an opportunity to upgrade to a robust long-distance, leisure riding culture with its modern-classics machines, that are brilliant for long rides on the highway at the same time perfect to commute in heavy traffic in the city".

Royal Enfield enters South Korea, with line-up of three of its widely popular models featuring single-cylinder engines currently up to 500 cc:

- The iconic **Bullet (500cc)**, available at a retail price of 5,500,000 won. Launched in 1932, it is the world's oldest motorcycle in continuous production. Carrying the famed hand-painted pin stripes on its fuel tank.
- The **Classic (500c)**, the most popular Royal Enfield motorcycle model globally. Bearing an authentic vintage design and post-war styling, it is available in a large array of finishes at a retail price of Classic 500 at 5,950,000 won and Classic 500 Chrome at 6,200,000 won.
- Royal Enfield's most versatile motorcycle - the **Himalayan (410cc)**, is the culmination of 60 years of enduring history in its spiritual home—the Himalayas, is purpose-built for adventure and touring, and designed to take riders almost everywhere they want to go - on road or off-road available at a retail price of 4,950,000 won



Royal Enfield, has been a preservers of the legacy of building simple, trimmed down, pedigreed British engineered, authentic classic motorcycles since 1901. With an uncomplicated design philosophy that offers purposeful longevity, Royal Enfield motorcycles are simple, evocative, purpose built and engaging and bring about the perfect harmony between man, machine and terrain. These machines represent uncompromised blend of technology with traditional craftsmanship, which makes them unique and timeless, and encourage. Delivering the brand philosophy of 'Pure Motorcycling' in every aspect of ownership experience, Royal Enfield's first exclusive showroom in the city will house not only Royal Enfield's motorcycle range, but also its complete gear range, representing - apparel and accessories.

Royal Enfield has grown consistently and profitably in the last decade from selling 50,000 motorcycles annually in 2010 to selling 850,000+ units in 2018, with a 16 folds growth. Royal Enfield sells through a network of 850+ stores in India and 540+ dealerships internationally in 50+ countries, and 38 exclusive stores in nodal cities like London, Paris, Madrid, Sao Paulo, Milwaukee, Bogota, Buenos Aires, Dubai, Jakarta, Bangkok, HCMC and now Seoul, to name a few. Royal Enfield recently also introduced its much awaited Twin cylinder based - Continental GT 650cc and Interceptor 650cc, which marks the revival of twin-cylinder production after 5 decades and also herald the start of the brand's global expansion.

To know more about Royal Enfield, motorcycles, marquee rides and other initiatives, visit: <https://www.royalenfield.com>

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About Royal Enfield:

The world's oldest motorcycle brand in continuous production, Royal Enfield has made its distinctive motorcycles since 1901. Focussed on bringing back simple, yet engaging and accessible motorcycling, Royal Enfield is the global leader in middleweight motorcycles. A division of Eicher Motors Ltd., Royal Enfield operates in India and over 40 countries around the world. With modern development facilities in Leicestershire, UK and Chennai, India, Royal Enfield makes its motorcycles in Tamil Nadu for the world. Royal Enfield's motorcycle line-up includes the brand new Interceptor 650 and Continental GT twins, powered by a modern 648cc inline twin engine, as well as the iconic 500cc single cylinder Bullet and Classic. The Himalayan, named for the mountains that Royal Enfield calls home, with 410cc long stroke engine, is built for all roads and no roads. Unlike any other, Royal Enfield motorcycles are timeless and built for purposeful longevity. Royal Enfield riders are core to the brand and 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 - are just some of the many events that bring our riders together.

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