

ROYAL ENFIELD CELEBRATES TWO YEARS OF HUNTER 350 WITH A PAN-INDIA 'HUNTER DAY' RIDE



Chennai / New Delhi, August 26, 2024 - City streets in India reverberated with full throttle, excitement and fervour as Royal Enfield celebrated the '**Hunter Day**' on August 24, for completing two successful years of the Royal Enfield Hunter 350. **More than 8000 riders from across 700+ cities** rode together to mark the incredible journey of the popular neo-retro roadster motorcycle from Royal Enfield. The ride saw a tremendous turnout of riders from the community, expressing their passion and love for Hunter 350 and pure motorcycling.

In Chennai and Gurgaon, key executives from Royal Enfield joined the ride with Hunter customers taking part in the celebrations. As a once-in-a-lifetime experience, the riders in Chennai enjoyed an exclusive, curated tour of the Hunter assembly line at the Royal Enfield Oragadam factory, witnessing their favourite motorcycle in the making. Hunter customers were offered exclusive benefits on extended warranty, AMC and road-side assistance, and free motorcycle check-up campaigns were organised across all authorised service centres to mark the celebration.

Since its debut, the Hunter 350 has changed the dynamics of urban riding. With its sleek, compact design and refined performance, coupled with its vibrant and authentic character, the Hunter 350 has drawn in a fresh wave of Gen Z and millennials into the Royal Enfield community of riders. Notably, within just six months since its launch, the Hunter 350 had sold more than 1,00,000 motorcycles. Today, as the motorcycle proudly completes two years, the burgeoning tribe is growing stronger with **more than 350,000 Hunter 350s** on the road, and young riders joining the ever-growing community.

Royal Enfield's commitment to advancing motorcycling, fueled by the enthusiasm and support of its community, was celebrated in full force. The 'Hunter Day' ride emphasised the youthful energy and pure motorcycling spirit embodied by the Hunter 350, showcasing its lasting impact and the expanding Hunter tribe across India.

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 all-new Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, 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.

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