



## Royal Enfield enhances accessibility - Increases retail touchpoints

### Launches new variants of Royal Enfield Bullet

- 250 retail Studio Stores launched today | Plans to launch another 250 over the next quarter
- Introduces 6 new variants of the Royal Enfield Bullet 350 and Bullet 350 ES
- New Bullet variants to be available at Rs 1,12,000 (ex-showroom); Bookings to open starting August 9th across India

**August 9, 2019, New Delhi:** Royal Enfield, the global leader in the mid-size motorcycle segment, has consistently worked towards building increased accessibility for consumers, into the motorcycling way of life. With close to 930 existing dealer touchpoints in India alone, more than 8800 service bays, and more than 900 authorised service workshops, Royal Enfield has the most widespread sales and service network among premium brands in the country. Adding to this extensive network, Royal Enfield announced the launch of 250 new dealer touch-points across tier II and III cities and towns. To be operational from today, the new **Royal Enfield Studio Stores** will have the same retail identity as existing dealerships across cities, and will have the entire portfolio of motorcycles, in addition to service and spares. The Company takes pride in its long association with the armed forces and is proud to have all the new stores inaugurated simultaneously by retired army personnel. The company also announced the launch of six new colours of the iconic Royal Enfield Bullet. The Bullet will now be available starting at **Rs. 1,12,000/- (ex-showroom)**

Speaking about the launch of the new Studio Stores and the new Bullet motorcycles, **Mr. Vinod K Dasari, CEO, Royal Enfield**, said, “It has been our constant endeavour to build greater accessibility for discerning customers and widen our footprint in India. We have witnessed significant demand across smaller towns and cities which are showing tremendous potential for growth and are soon becoming a huge market for middle-weight motorcycle segment. Motorcycling aspirants in these towns are quickly catching on the trend of leisure motorcycling. With an intent to significantly expand our reach and build a robust network into these towns and cities, we are happy to announce the launch of 250 new Royal Enfield Studio Stores. We have definite plans to increase this further by the end of this fiscal.”

To be located primarily in smaller towns and cities across India, the Royal Enfield Studio Stores is a unique, compact format that will house the entire range of Royal Enfield motorcycles, alongside service and spares and the entire suite of Royal Enfield motorcycle accessories and apparel. The format of the stores will be spread across 500-600 sq.ft. area and will be identical visually and operationally to existing Royal Enfield dealership. These compact stores are intended to provide significantly greater accessibility of sales and service to existing customers and to cater to increasing demand from potential customers in up-country markets.

The Royal Enfield Bullet is an iconic motorcycle that’s had an enduring journey over the last 87 years - since 1932. This has given Royal Enfield the privilege of being the world’s oldest motorcycle brand in continuous production, with the Bullet being the longest running motorcycle model in the world. The launch of the new Bullet motorcycles, adds another chapter to this resilient journey.

The new Bullet, in striking new livery, bold new colours and contemporary design themes provide varied options to prospective buyers. The **Bullet 350**, in addition to its existing black colour, will now be available in three new colours - the **Bullet Silver, Bullet Sapphire Blue and the Bullet Onyx Black**. **Bullet 350 ES** will be launched in **Jet Black, Regal Red, Royal Blue** colour options in addition to the current Maroon and Silver variants. These new motorcycles will come an aesthetic blacked out theme. The new Bullet motorcycles will be open for bookings at Royal Enfield stores across India at an ex-showroom price of Rs 1,12,000 (ex-showroom)



Launching along with the new Bullet range of motorcycles, is another significant step towards customer satisfaction. Royal Enfield announced the launch of a new initiative on improving Cost of Ownership. Across all its authorised service centers, the company will commence the use of a new set of processes and technology, coupled with a new mix of semi-synthetic oil, for servicing. These initiatives will now increase the service interval from being 3 months / 3000 kms to 6 months / 5000 kms. The oil change interval also increases to 12 months or 10,000 kms, as opposed to the earlier 6 months or 5000 kms. This will therefore, bring down the overall service interventions required in a year and will bring down the cost of service by an average of 40% over a period of 3 years, thereby significantly improving cost of ownership for the customer. This new service improvement initiative will be applicable to all current Unit Construction Engine engine motorcycles models under the unit construction engine platform - the Bullet, Classic and the Thunderbird.

#### **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 40% 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 motorcycle line-up includes the newly launched Interceptor 650 and the Continental GT 650, powered by a modern 648cc twin cylinder engine. Royal Enfield also manufactures the Classic, Bullet and Thunderbird models in 350 and 500cc displacement and the purpose-built Himalayan powered by the new LS410 engine. Royal Enfield operates through 18 company-operated stores and 900+ 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.

For more information about Royal Enfield please visit: <https://www.royalenfield.com>

#### **For further information please contact**

Swati Sundareswaran - [swati@royalenfield.com](mailto:swati@royalenfield.com)

Mohit Kharbanda - [mohit@royalenfield.com](mailto:mohit@royalenfield.com)