

## ROYAL ENFIELD LAUNCHES 'MAKE-IT-YOURS' - A UNIQUE MOTORCYCLE PERSONALIZATION INITIATIVE

- *Royal Enfield Make-It-Yours - MiY - a first-of-its-kind initiative allowing for personalization of motorcycle at booking stage through an App-based 3D configurator solution*
- *MiY and 3-D Configurator to be available on the Royal Enfield App, the website and across 320 stores to begin with*
- *To be available on the Royal Enfield 650 Twin motorcycles - the Interceptor INT 650 & Continental GT 650 - as of now*



**Chennai, 15 October, 2020:** Royal Enfield motorcycles are known for their old-school, simple design that makes them the ideal canvas for customization. For decades, riding enthusiasts have personalized and customized Royal Enfield motorcycles as a means of self-expression and to 'make it their own'. Taking this journey ahead, Royal Enfield, the global leader in the mid-size motorcycle segment (250cc - 750cc), today announced the roll-out of a first-of-its-kind motorcycle personalization service - The **Royal Enfield Make-It-Yours - MiY**. With this new initiative, consumers can now choose to personalize and accessorize their motorcycles, right at the time of purchase, and truly make their own.

Enabled via an all-new **App-based, 3-D Configurator**, MiY will allow consumers access to thousands of possible combinations in personalization options with choice of colourways, trims, and graphics, as well as genuine motorcycle accessories, right at the time of motorcycle booking. Once customers place the booking via the App, they will also get visibility of delivery timeline of their motorcycle.

Consumers are now just one step away from booking their favourite 650 Twin Motorcycle, as MIY and the 3-D Configurator solution will first debut on Royal Enfield's most awarded quintessential Roadster, the Interceptor 650, and the sporty Cafe Racer, the Continental GT 650. With MiY, customers now stand to benefit from **factory-tested, trustworthy and genuine motorcycle accessories** that come with a two-year warranty.

Launched in 2018, the Interceptor 650 has become a favourite among riding enthusiasts across the world and has won several global awards. **Recently, the Interceptor 650 has been crowned the Best Retro Bike of the Year 2020 by MCN, UK.** The Interceptor had also won **MCN's Best Naked Motorcycle of the Year 2019**, and several other top honours. Fun to ride, and approachable, the Interceptor 650 has emerged a true world-beater.

Speaking about the launch of MiY and the 3-D Configurator, **Vinod Dasari, CEO Royal Enfield** said, "Motorcycles are as unique as the individuals riding them and avid motorcyclists consider their machines to be an extension of their personality. Royal Enfield understands this journey of self-expression, and has developed a seamless digital solution to enable this expression. With MiY, customers will have a 'little bit of them' built into the motorcycle and depending on the level of



personalization, motorcycles will be custom-made as per consumer specifications, within 24 to 48 hours, at our manufacturing plant in Chennai. We will be rolling out MiY for all our motorcycles, across all our stores in the country in a phased manner. All new motorcycle models from Royal Enfield, from here on, will come with the MiY feature”

In the first phase, MiY with the 3-D Configurator will be rolled on the **Royal Enfield App** (*available on Android - Google Play Store and iOS - Apple's App Store*), the **Company Website** ([www.royalenfield.com](http://www.royalenfield.com)) and through **more than 320 Royal Enfield stores** across the country. With the launch of the Royal Enfield App last month, customers are now able to book their motorcycle, and even place a service request digitally. The introduction of MiY on the Royal Enfield App with 3D configurator takes the digital experience to the next level. Consumers will now also be able to opt for extended warranty and Annual Maintenance Contract (AMC) packages as well via the App.

The MiY suite will be rolled out for the entire Royal Enfield portfolio in a phased manner, and the brand will continue to enhance personalization options available for consumers.

**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 lineup 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 350cc displacement and the purpose-built Himalayan powered by the new LS410 engine. Royal Enfield operates through 18 company-operated stores and 940 large format stores and 500 studio stores 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 further information please contact**

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

Shreyas Bhatt - [shreyas@eichermotors.com](mailto:shreyas@eichermotors.com)