

41,730 RIDERS | 1,416 RIDES | 66 COUNTRIES

One Ride 2024 unites global Royal Enfield community to encourage self-expression through helmets and responsible riding

- Over 16,170 Royal Enfield owners and enthusiasts celebrated their shared passion for motorcycling across 490 cities in India by riding together
- This edition of One Ride 2024, 'Be Bold. Be Seen. Be One,' celebrated helmets as a powerful form of individuality for riders



National, September 23, 2024: Streets across the globe echoed on Sunday, as more than 41,730 Royal Enfield owners celebrated the 13th edition of Royal Enfield's largest global ride - One Ride. Enthusiasts from more than 66 countries came together to celebrate their passion of riding and expressing their individuality through helmets, in line with the theme for this year- BE BOLD. BE SEEN. BE ONE.

One Ride is one of the largest annual rides that celebrates Royal Enfield's *Pure Motorcycling* philosophy where riders from different walks of life and diverse regions come together to celebrate their shared love for motorcycling. This year Royal Enfield focused on helmets and how they help riders express their individuality. The ride witnessed a phenomenal turnout across the globe where riders showcased their unique personality through their helmets.

In India, more than 16,170 riders across 490 cities in India participated in this year's One Ride. In the same spirit, One Ride was celebrated across 66 countries globally. In APAC, 6,480 riders joined 80 rides across Thailand, Indonesia, Korea, Australia, and more. In Europe and EMU, 9,980 riders participated in 313 rides through Italy, France, Germany, Spain, and beyond. Latin America saw 9,000 riders in 100 rides spanning Colombia, Peru, Argentina, Ecuador, and El Salvador. In North America, over 100 riders joined 9 rides across the USA, Canada, Mexico, and Brazil.

#OneRide2024 #OneRide #HelmetsForIndia #RoyalEnfield #RidePure #PureMotorcycling

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.

For further information please contact: corpcomm@royalenfield.com