

## Keep Cruising, Stay Connected: Royal Enfield collaborates with SENA to introduce mesh communicators globally

Royal Enfield, the global leader in the mid size (250-750 cc) motorcycle segment, has today announced a collaboration with SENA, the market leader in bike-to-bike communication, to launch the co-branded 50S Mesh Communicator. This partnership celebrates the success of Royal Enfield's Super Meteor 650, a cruiser designed for pure riding pleasure. With SENA's cutting edge mesh technology enabling seamless communication between motorcyclists, the collaboration embodies the shared commitment of both brands to enhancing the riding experience.

Commenting on the launch **Mohit Dhar Jayal, Chief Brand Officer at Royal Enfield** said "We are thrilled to partner with SENA, a pioneer in motorcycle communication technology, to introduce the co-branded 50S Mesh Communicator. This collaboration underscores our dedication to providing motorcycles with enhanced riding experiences, especially with the launch of Super Meteor 650, which represents the pinnacle of cruiser motorcycling. Together with SENA we are offering riders not only exceptional machines but also cutting-edge connectivity for safer and more enjoyable journeys."

"It is our honor to collaborate with such an esteemed and historic motorcycle company as Royal Enfield, to introduce a branded version of our flagship Sena 50S Mesh communicator alongside their new topline Super Meteor 650 motorcycle," **states Jack Kim, Sena Technologies Chief Marketing Officer.** "This collaboration embodies our commitment to delivering cutting-edge technology to the worldwide riding community, and we couldn't be more proud and excited to embark on this journey with Royal Enfield!"

### SENA 50S

Retrofittable to most helmets on the market, SENA's 50S intercom system offers the ultimate riding connected experience. Speakers and microphone have been developed in collaboration with the audio experts at Harman Kardon to provide an unrivaled audio performance. The 50S features SENA Mesh Intercom™ for unprecedented intercom audio quality and robust connectivity on a total of 9 channels, an associated unlimited number of users and ranges from 2 km to a maximum of 8 km. Bluetooth® 5-enabled, the system can also be connected to a smartphone for fine tuning of functionality and audio settings. The 50S will also be compatible with WAVE Intercom, the next generation in motorcycle communication supported by cellular network connectivity, following a firmware update scheduled for Q4, 2024.



**Super Meteor 650**

A quintessential cruiser, the Super Meteor 650 combines uncluttered controls and instrumentation with relaxed rider ergonomics; rock-steady stability on highways with pure riding pleasure on winding roads where it is keenly responsive to steering inputs. Its flexible, smooth engine has torque aplenty and it's cool retro styling is infused with clearly recognizable Royal Enfield DNA. It has a striking presence, yet remains an easy ride, whether you are traversing vast landscapes or heading towards the vanishing point on the horizon.

**About Sena:**

Sena, with headquarters in South Korea and the USA, was founded in 1998 and has made it its mission to connect motorcycle riders across the globe. For more than ten years, the company has been a communication specialist on two wheels. What started out as a Bluetooth communication solution in motorcycling has been further developed over the years and expanded to additional markets such as cycling, outdoor and industry. Sena is one of the market leaders in the industry and sells its products worldwide through a global network of distributors, retailers and OEM partners. [www.sena.com](http://www.sena.com)

**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 six modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina, Colombia and Bangladesh.

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