

Royal Enfield Launches Exclusive Women's Wear Collection: She Rides Her Way

- Features a wide array of riding gear and lifestyle apparel, including all-weather riding jackets, mesh riding jackets, full and half-face helmets, and more.
- Introducing first ever sustainable women riding jacket made using 75 plastic pet bottles and 100% recycled materials

New Delhi, 17 September 2024: Royal Enfield, the global leader in the mid-size (250-750cc) motorcycle segment, launches its new range of lifestyle apparel & riding Gear exclusively for women. Supporting women in their pursuits of exploration this collection celebrates the ever-growing community of women riders. It offers premium gear and apparel that seamlessly combines style, comfort, and protection, perfectly tailored to suit their every riding mood.

Building on Royal Enfield's legacy of enhancing the pure motorcycling experience, the new Women's Wear Collection reflects the brand's dedication to crafting gear that aligns with the modern woman's personality and dynamic lifestyle. This collection is designed to empower women riders, offering apparel that ensures both confidence and comfort, whether they're cruising on open highways or navigating city streets.

The new range of riding gear offers exciting options for female riders, including:

- **Streetwind Eco Riding Jacket:** The first sustainable riding jacket for women, made from 75 repurposed PET bottles and 100% recycled materials. | INR 6,500
- **Tourer Women's Riding Jacket:** Offers top-tier protection with CE Level 2 SAFE TECH armour at the shoulders, elbows, and back, crafted from stretchable, breathable polyester mesh. Features multiple pockets, reflective elements, and CE CLASS A certification. | INR 9,950
- **Ride More Leggings:** Equipped with CE Level 2 Safe Tech knee protectors and CE Level 1 ESA hip protectors, these high-abrasion Poly Lycra leggings offer a pre-curved fit, RE branding, two back pockets, and CE CLASS A certification. | INR 5,500
- **Ride More Boots:** Made from high-quality, abrasion-resistant leather with a rubber sole and moulded TPR ankle protector. Features a padded interior, toe shift patch, removable and washable inner sole, and reflective elements for enhanced visibility. | INR 6,000
- **Hustle Women's Gloves:** Made from 100% polyester air mesh with microsuede and poly stretch fabric, featuring TPR knuckle protection and 4mm rubber sponge palm protection. | INR 990
- **Street ace Women's Gloves:** Similar to the Hustle gloves but with full-finger style, offering ventilation, safety, and a stylish design. | INR 1,290
- **Half and Full Face Helmets:** Explore our range of helmets designed for maximum safety and comfort, combining durability with sleek aesthetics. | Starting from INR 2200

The lifestyle apparel line features stylish, trendy, and versatile options that reflect every mood of female riders. This collection includes a Bomber Jacket, Denim Jacket, Riding Denims, Leather Jacket, T-shirts, Vests, Sweatshirts, Reflective Puffer Jacket, and Waist & Thigh Bags. Each piece in the collection is crafted from premium-quality fabrics to ensure both comfort and durability. The range features garments and accessories made from 100% cotton for breathability, nylon for its lightweight strength, stretchable polyester for flexibility, and high-quality leather for a timeless, rugged appeal. Designed to complement the dynamic lifestyles of modern women, celebrating the motorcycling way of life, with prices starting at INR 900.

Commenting on the launch, Yadvinder Singh Guleria, Chief Commercial Officer at Royal Enfield, said, "With the launch of our Women's Wear Collection, we aim to inspire a new generation of women to embrace their passion for motorcycling and adventure with confidence, while creating a supportive and inspiring community where women can connect, express their freedom, share their passion, and encourage fellow women riders to join the ride. The collection on offer is more than just riding gear - it is a statement of freedom, self-expression, and inclusivity. We are excited to invite women riders and enthusiasts to check out the collection which not only meets their functional needs but also reflects their unique style and spirit. This curated range of lifestyle apparel and riding gear indicates our active efforts to make the motorcycling world more inclusive."

The Women's Wear Apparel & Riding Gear Collection is now available at Royal Enfield dealerships and online at [Royal Enfield website](https://www.royalenfield.com).

XXX

About Royal Enfield Apparel:

Started in 2014, the Royal Enfield Apparel division was conceived with a single aim - to create an ecosystem around pure motorcycling and enhance the motorcycling experience. Safety is the prime consideration for Apparel, with three important parameters - protection, comfort, and style. It strengthens the Pure Motorcycling way of life and allows emerging aspirants and existing loyalists to express themselves with the brand in numerous new ways. Relevance and being accessible for the end-user are the other key attributes that Royal Enfield considers. Our apparel range consists of lifestyle apparel and protective gear.

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:

Udit N Namdeo

uditn@royalenfield.com