

## ROYAL ENFIELD STRENGTHENS COMMITMENT TO APAC REGION WITH THE INAUGURATION OF NEW ASSEMBLY PLANT IN THAILAND

- *Royal Enfield's first standalone motorcycle assembly plant in the global market outside India*
- *The Royal Enfield assembly plant reinforces long-term commitment to Thailand*
- *The new assembly plant will also house Royal Enfield's first ever dedicated Power Train - experiential training center in the Asia Pacific region for dealers and plant employees*

**Bangkok, December 04, 2024:** Royal Enfield, global leader in mid-size (250cc-750cc) motorcycle segment, today began a new chapter in its journey in the Asia Pacific region, with the commencement of operations of its new CKD(Completely Knocked down) assembly facility in Thailand. This is Royal Enfield's first fully owned and operated CKD assembly plant in Thailand. This is a significant step forward in Royal Enfield's plans in Thailand, and reiterates the brand's commitment to the region. The Royal Enfield assembly plant is Located at Samut Prakan province in Bangkok.

Speaking at the inauguration of the new facility, **Royal Enfield CEO, B Govindarajan**, said, *"Royal Enfield has been working extensively to grow the middleweight motorcycling segment globally. We have seen great reception from the international audience who are looking for motorcycles that are accessible and are a unique extension of their personality. We have an evocative range of motorcycles across various platforms catering to our global audiences. Royal Enfield is a truly global brand and ranks among the top mid-segment motorcycle brands in markets such as the UK, Korea, Australia-New Zealand, among others. Our strategic intent is to have an international expansion strategy of investing in markets with huge potential to grow. Thailand assembly plant caters to this vision. We thereby are bringing more and more motorcycle enthusiasts to experience the DNA of Royal Enfield - Pure Motorcycling"*.

Adding to this **Royal Enfield CCO, Yadvinder Singh Guleria**, said, *"With markets like the Asia-Pacific offering a great potential for the mid-size segment, it has been our strategic intent to be closer to these markets and grow the business. This is a testament to our commitment to the market potential and the growing motorcycling community. We are confident that this facility will help us grow the mid-segment market here in Thailand while enabling us to efficiently cater to the growing demand in the region as well"*.

This announcement is a significant boost to the company's business in the Asia Pacific region, and further reiterates Royal Enfield's commitment to Thailand. The new facility is the Royal Enfield's sixth CKD assembly unit in the world - after Argentina, Colombia, Brazil, Bangladesh and Nepal.

Commenting on the opening of the new assembly plant in Thailand, **Anuj Dua - Asia Pacific, Business Head of Royal Enfield** said, *"It has been our constant endeavour to not just develop but expand the mid-size motorcycle segment in Thailand. Thailand has been a very strong market for Royal Enfield, and has displayed a steady growth trajectory. Our Customers and passionate Communities that exist throughout Thailand cherish the ownership of the brand resulting in a growth of more than 150% since our inception here in Thailand. The varied topography, culture and diversity of the country provides the ideal setting for our kind of Motorcycles. Our growth over the years has been extremely encouraging, be it - network, customers, community and our portfolio. We remain committed to delivering exceptional motorcycles and experiences that resonate with the Thai riding community. Our strategic initiatives for 2024 and beyond will further solidify our position and ensure a steady growth trajectory."*



The 57000 sq ft assembly plant has an installed capacity of more than 30,000 units per year, the local assembly unit is a state-of-the-art, modern facility that will cater to growing demand in the country. The new assembly will facilitate more efficient and flexible motorcycle delivery for customers and offer an even more seamless experience.

The new assembly plant will begin with the Thai market and will further cater to the region in a phased manner.

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**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 electric vehicle brand, Flying Flea - including the Classic-styled Flying Flea C6 and Scrambler-styled Flying Flea S6 - that was recently showcased in Milan. It also includes the, Bear 650, Classic 650, Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350, Classic 350 and the new Goan 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 Argentina, Colombia, Brazil, Bangladesh, Nepal and now Thailand.*

*We also offer three years roadside assistance and warranty for all our motorcycles. Royal Enfield is the first Indian automotive brand to introduce a global warranty initiative, encouraging Royal Enfield owners across the globe to rev up, ride more and explore without limits.*

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