

Royal Enfield among the first automotive companies to complete sales of all BS IV motorcycles

- ***Royal Enfield has successfully cleared all existing inventory of BS IV motorcycles across channels and dealerships***
- ***All Royal Enfield stores to sell only BS VI compliant motorcycles starting March 21, 2020***

20 March 2020: Royal Enfield, the global leader in the mid-size motorcycle segment, is now among the first automotive companies in India to have successfully sold all existing inventory of BS IV motorcycles across dealerships, thereby becoming fully compliant with the new BS VI emission norm regulation adequately ahead of the mandated timeline.

The company introduced BS VI compliant motorcycles in early January, with the Classic 350 dual-channel ABS being the first motorcycle to move to the new emission norm. Thereafter, the company has ensured a seamless transition from BS IV to BS VI across its entire motorcycle portfolio, as well as across all its dealerships in India.

Royal Enfield has worked relentlessly with its dealership network to ensure a seamless transition to the new BS VI motorcycles. The company has carefully and responsibly deployed phase-wise strategies to make sure that production and distribution of BS IV inventory is scaled down, and has simultaneously scaled up that of BS VI motorcycles. Various teams have worked closely with the backend and frontend channel partners to ensure a smooth and hassle-free transition.

Starting March 21, 2020, all Royal Enfield stores across India will retail only BS VI motorcycles, thereby becoming one of the first automotive brands in India to fully transition to the new emission norm, ahead of time.

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% compounded annual growth rate over the last 8 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 line-up 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 350 and 500cc displacement and the purpose-built Himalayan powered by the new LS410 engine. Royal Enfield operates through 939 large format stores including 13 company-operated stores and 500



studio format 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 more information about Royal Enfield please visit: <https://www.royalenfield.com>

For further information please contact

Swati Sundareswaran - swati@royalenfield.com

Ridhi Jain - ridhi@royalenfield.com