

Royal Enfield flags off the 15th edition of Himalayan Odyssey 2018 from India Gate - New Delhi

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New Delhi, July 07, 2018: The 15th edition of Royal Enfield's Himalayan Odyssey was flagged off today, from India Gate, the country's most iconic landmark. Considered the holy grail of motorcycling, Himalayan Odyssey saw 60 motorcyclists including 10 women riders embark on a journey where they will be traversing some of the roughest terrains and highest mountain passes in the world, covering a distance of over 2200 kilometres in 18 days on their Royal Enfield motorcycles. The contingent was flagged off by **Mr. Rudratej Singh, President, Royal Enfield**. As a long standing tradition, the lamas chanted prayers and blessed the riders at the flag-off ceremony held at India Gate.

Addressing the riders at the flag-off ceremony, **Mr. Rudratej Singh, President Royal Enfield** said, "Himalayan Odyssey is a testimony of Royal Enfield, which has for over 15 years been encouraging riders to do more with their motorcycles. The ride is symbolic of motivating others to make motorcycling a way of life. We are certain that the riders who have embarked on this

journey ultimately come back as explorers because we are not just about motorcycles but pure motorcycling and exploration.”

This year, participants for the Himalayan Odyssey congregated from across India, including cities like, Chennai, Erode, New Delhi, Bangalore, Kochi as well as overseas locations like Dubai and Barcelona, to be a part of the expedition.

Though both the rides, Himalayan Odyssey and Himalayan Odyssey Women, was flagged off from Delhi together, they will take different ride routes before finally converging at Leh. Through the ride, the participants will traverse across the picturesque regions of the Himalayas in Ladakh as well as Spiti. Both the regions will throw hostile challenges at the riders in terms of weather and terrain. Each turn exposing the riders to a new landscape like no other, eventually leading them to overwhelming beauty of the great Himalayan range.

Hashtags: #HO2018 | #HimalayanOdyssey | #RoyalEnfield

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 50% growth every year for the last 5 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 product line-up in India includes the Bullet, Classic and Thunderbird models in 350 and 500cc displacement along with the purpose-built Himalayan powered by the LS410 engine. Royal Enfield operates through 17 company-operated stores and 800+ dealers 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.

To know more about Royal Enfield Himalayan Odyssey 2017, visit:



<https://www.youtube.com/watch?v=-NkQOako-uw&t=2s>

To know more about Royal Enfield, the motorcycles, marquee rides and other initiatives, visit:

<http://royalenfield.com>

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