

Royal Enfield forays into Argentina - expands presence in Latin America

~ Opens first flagship store in the capital city of Buenos Aires ~

New Delhi, March 13, 2018: Royal Enfield, the global leader in mid-sized motorcycle segment, announced its entry into Argentina, the second biggest motorcycle market in Latin America. With Buenos Aires representing the largest motorcycling community in the country, Royal Enfield launched its first flagship store in the heart of Buenos Aires at Avenida Del Libertador 3344, Vicente Lopez, commencing its full operation, including after sales, spares and service. Royal Enfield has appointed Grupo Simpa as its official dealer-partner for Argentina and will look after all market development and support activities such as marketing and aftersales, for the brand in the country. As a part of its growth strategy and focused international thrust of leading and expanding the global mid-sized motorcycle market, Argentina is the third country after Brazil and Colombia in the Latin American region to have an exclusive Royal Enfield store.

Speaking on Royal Enfield's entry into Argentina, **Mr. Rudratej (Rudy) Singh, President – Royal Enfield** said "Royal Enfield is the fastest growing motorcycle brand in the world. Our approach in international markets has been to focus on key cities that strongly influence the motorcycling and lifestyle culture in the country. Our fast growing network of flagship stores are now present in nodal cities like London, Paris, Madrid, Barcelona and Melbourne to name a few. More recently our focus has been on fast emerging motorcycle markets, like South East Asia and Latin America. We are expanding our footprint in the Latin American region, where we already have established presence in key cities like Sao Paulo, Medellin and Bogota. The flagship store in Buenos Aires fit right into our city-focused global expansion approach. People here are looking for fun, evocative, leisure motorcycling options that are practical for city-riding as well. We look forward to bringing the Royal Enfield world of pure motorcycling to Argentina that will enable us to realize our competitive potential in the second biggest motorcycle market in the South American region"

Royal Enfield in Argentina will be present with a lineup of four of its widely popular models featuring single-cylinder engines currently up to 535 cc. Available models include - The iconic **Bullet (500cc)**, the **Classic (500cc)**, the **Continental GT (535cc)** cafe racer and Royal Enfield's most versatile motorcycle - the **Himalayan (410cc)** - purpose-built for adventure and touring. With start of operation from March 2018, its first exclusive dealership in the country will create a robust ecosystem for customers and motorcycle enthusiasts, comprising of highly differentiated retail experience, aftermarket capabilities, rides and community events and other adjacencies that bring to life the heritage and world of Royal Enfield.

Brazil, Argentina and Colombia are among the three most important markets for Royal Enfield in Latin America. Beyond India (the biggest market for the brand with over 790 dealerships), Royal Enfield motorcycles reach consumers and enthusiast in more than 50 countries worldwide, through 540+



dealerships and 36 exclusive brand stores in nodal cities such as Milwaukee, London, Paris, Madrid, Barcelona, Melbourne, Sao Paulo, Bogota, Medellin, Dubai, Bangkok, Jakarta, Manila, Ho Chi Minh City, and now Buenos Aires. Royal Enfield sold more than 660,000 units globally in FY 2016-17, and intends to ramp-up its production capacity to up-to 900,000 motorcycles by end of 2018, to meet its increasingly rising global demands.

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 and Thunderbird X models in 350 and 500cc displacement along with purpose-built Himalayan powered by the new LS410 engine. Royal Enfield operates through 17 company-operated stores and 750 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, the motorcycles, marquee rides and other initiatives, visit:

<http://royalenfield.com>

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