

Royal Enfield unveils its first Vintage Store in Chennai

- ~ A first of its kind for Royal Enfield, this store will administer the sale of pre-owned Royal Enfield motorcycles
- ~ The company plans to launch such concept store in 10 other cities by FY 18-19

Chennai, 8 March 2018: Royal Enfield, the global leader in mid-sized motorcycling segment, unveils its first ever Vintage Store in Chennai. The store will offer a trusted platform to existing and potential customers for revamping their Royal Enfield motorcycle or purchasing a pre-owned motorcycle.

The Vintage Store takes its inspiration from the timeless appeal of Royal Enfield motorcycles that display a rich heritage and legacy amongst customers across ages. The store will function as a catalyst, serving as another avenue of engagement with existing customers and brand intenders.

Speaking about the Vintage Store, Mr. Shaji Koshy, Head India+ Business, said, "Royal Enfield is constantly working towards offering an unparalleled experience to our community. The Vintage Store is an extension of the brand's focus on expanding the community of riders backed by a strong sense of pride in its ownership. From launching new motorcycles to devising exclusive rides and events, to the Garage Cafe in Goa, to now the Vintage store, we are adding newer avenues of engagement with our brand evangelists. The launch of the first Vintage store marks the beginning of another platform of engagement through the sale and purchase of pre-owned Royal Enfield motorcycles."

The mechanics of the Vintage store involve the purchase of pre-owned Royal Enfield motorcycles which will further be sold as "Refurbished Pre-Owned Motorcycles" with limited warranty and free services. Establish as a trusted platform for customers, the concept of the Vintage Store will expand to 10 more cities in India including XX, YY, ZZ by end of FY 2018-19.

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 Continental GT 535cc café racer and the 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.

For more information on Thunderbird X - <https://royalenfield.com/motorcycles/thunderbird-x>

To know more about Royal Enfield, the motorcycles, marquee rides and other initiatives, visit: <http://royalenfield.com>

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