

ROYAL ENFIELD LAUNCHES THE NEW HIMALAYAN GETS TRIPPER NAV, FUNCTIONAL UPGRADES, AND THREE NEW COLOURWAYS AND NOW AVAILABLE ON MiY

- *The new Royal Enfield Himalayan launched in India, Europe and the UK*
- *Three new colourways - Mirage Silver, Pine Green and New Granite Black*
- *Now Available via Make-It-Yours, the new Himalayan gets the Royal Enfield Tripper and a host of upgrades making it even more capable*
- *New Himalayan to be available in India for bookings and test rides starting February 11, 2020 at INR. 201314 (ex-showroom, Chennai)*

New Delhi, February 11th, 2021: Royal Enfield, the global leader in mid-size motorcycles (250cc-750cc), today announced the launch of the new **Himalayan** across India, Europe and the UK, in three new distinctive, terrain-inspired colourways, along with a range of upgrades. The versatile adventure-touring motorcycle will now be available in **New Granite Black** (mix of matte and gloss), **Mirage Silver**, **Pine Green**, in addition to the existing colourways Rock Red, Lake Blue and Gravel Grey. With this launch, the Himalayan now gets the **Make It Yours - MiY - initiative** allowing customers to personalize and accessorize their motorcycle across all channels - the RE App, the website and at dealerships. The new Himalayan will also feature the **Royal Enfield Tripper**, simple and intuitive turn-by-turn navigation pod. The new model also gets several upgrades to the seat, the rear carrier, front rack and a new windscreen, making the versatile adventure tourer even more capable and comfortable.

Launched with a purpose of creating a distinct sub-category under adventure touring, the Himalayan has been hugely successful, and has a growing community of adventure riders across the globe. Purpose-built and practical, the Himalayan debuted in 2016, and over the last 5 years, it has definitively carved out a strong category of accessible adventure touring across the world.

A simple, capable, and ‘go-anywhere’ motorcycle, the Himalayan was inspired by Royal Enfield’s experience of over 50 years of riding across the Himalayas. Owing to its versatility, simplicity and competence, the Himalayan has received incredible response from riders across the world. The Himalayan today is recognized as a truly capable adventure tourer by global motorcycle experts, has been featured on the covers of top global automobile magazines, and is among the leading Royal Enfield motorcycles being sold across several geographies, including Europe, America, Latin America and South East Asia.

Commenting on the journey of the Himalayan and the launch of the new motorcycle, Mr Vinod K Dasari, CEO, Royal Enfield said *“In a short span of just 5 years, the Royal Enfield Himalayan has opened up a new category within global adventure touring, has successfully established itself as a truly global motorcycle, and has been among the most sought after motorcycle for Royal Enfield across several geographies. The originally developed 2016 Himalayan was a category first, and was a very versatile and accessible motorcycle. Over the years, together with feedback from our riding community, we have consistently evolved the Himalayan in design and functionality, and improved the overall ride experience. This has resonated very well with millions of adventure enthusiasts across the world, who now have new variants to choose from. With today’s launch, we are confident to further fuel the adventure touring space across the world.”*

Inspired by its community and riding enthusiasts, the Himalayan has consistently evolved with aesthetic as well as functional upgrades to enhance the overall ride experience, both on and off the road. The new Himalayan retains the original versatility and vigour, and makes the ride experience more engaging by adding the **Royal Enfield Tripper**, a

focused navigation display device for real-time directions, built with Google Maps Platform and paired via the Royal Enfield App to the rider's smartphone. With this launch, Royal Enfield also introduces the **MiY** tool on the Himalayan making it possible for customers to personalize their motorcycle with a host of accessories for added style, comfort and protection including touring mirror kit, comfort seats, handlebar brace and pad, aluminium panniers and mounting kits.

The new Himalayan comes with improved seat cushioning allowing riders to enjoy extended saddle time with even more comfort. The new windscreen keeps the wind off the rider, thereby leading to more comfortable and enjoyable miles on the saddle. The rear carrier on the new Himalayan now comes with an additional plate to ensure secure fastening and placement of any luggage. Additionally the rear carrier is now also reduced in height, making it easier for riders to mount the motorcycle. With the new and lean ergonomically adjusted front rack, the rider faces minimal interference around the legs while riding, thus, improving the overall comfort and experience.

The new Royal Enfield Himalayan will be available in three new colourways - the **new Granite Black , Mirage Silver, and Pine Green**, adding to the existing portfolio of three colour variants - Rock Red, Lake Blue, and Gravel Grey. The motorcycle will be available for booking and test rides across all Royal Enfield stores in India starting at INR. 201314 (ex-showroom)

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 the all-new Meteor 350 cruiser, Interceptor 650 and Continental GT 650 twins, the Himalayan adventure tourer, and the iconic Bullet 350 and Classic 350 singles. Riders and a passionate community are fostered with a rich profusion of events at a local, regional, and international level. Most notable are 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 921 large format dealerships and 638 studio stores in all major cities and towns in India and exports to over 60 countries around the globe. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Royal Enfield recently invested in two world-class technical centres, in Bruntingthorpe, UK, and Chennai, India, and in 2020 opened its first assembly unit outside India, in Buenos Aires, Argentina. With more than 17% growth year-on-year for the last 5 years and sales in international markets up 96% in 2019-20, Royal Enfield is the leader in the global mid-size motorcycle market.

For further information, please contact:

Swati Sundareswaran: swati@royalenfield.com

Mohit Kharbanda: mohit@royalefield.com