

*Press Release  
For immediate release*

## **Royal Enfield enters Indonesia to redefine the mid-size motorcycle segment** *Exclusive store in Jakarta to be launched soon*

**Jakarta, Indonesia, August 24, 2015** - Royal Enfield, the fastest growing motorcycle brand in the world today announced its entry in Indonesia at GAIKINDO Indonesia International Auto Show (GIIAS) 2015. Royal Enfield announced its future plans for Indonesia, the third largest two wheeler market in the world, as a part of its growth strategy and focused international thrust of leading and expanding the global mid-sized motorcycle segment (250-750cc).

Royal Enfield is the oldest motorcycle brand in continuous production, with roots dating back to 1901 in Redditch, England. The iconic motorcycle brand with British origin is a part of Eicher Motors Ltd, a leading player in the Indian automotive space. Royal Enfield displayed its evocative range of motorcycles at GIIAS 2015 that includes the iconic Bullet 500cc, the retro-street models- Classic 500cc and Classic Chrome, and the Continental GT (535cc) cafe racer. These motorcycles are built to be timeless, uncomplicated, engaging, and accessible bikes for the city, as well as great touring or adventure bikes. Along-with the motorcycles, Royal Enfield also displayed its collection of gear that includes purpose-built, protective riding gear and its recently launched Despatch Rider apparel and accessories collection.

Speaking on the brand, **Mr. Abhijit Singh Brar, Head- Marketing, Royal Enfield** said, "As leisure motorcycling is getting extreme all over the world, we at Royal Enfield believe that we can create a wonderful space that's more approachable and unintimidating. Our motorcycles are simple, evocative, tactile and fun that provide riders with a pure motorcycling experience. They are not extreme in any way, each of the motorcycles is good to use in a variety of occasions and in nearly all conditions. These motorcycles are also built to give maximum pleasure at regular road-going speeds, and are fun for novices as well as experienced riders. We use traditional craftsmanship and modern technology as a means to achieve the perfect balance between the rider, the machine and the terrain."

"Indonesia already has an established leisure motorcycling culture with the presence of several riding communities and enthusiasts. At Royal Enfield, we believe that the core of motorcycling is

exploration and adventure and our motorcycles will lend extremely well to the country's beautiful terrain and lovely coastline, encouraging more and more people to ride out", Mr Brar added.

Royal Enfield will commence retail operations in the coming months from its exclusive dealership in Jakarta that is being set up in partnership with PT Distributor Motor Indonesia, who have signed-up as a dealer for the region. In addition to the store, they will also build service and aftermarket capability for Royal Enfield in Jakarta.

Speaking on Royal Enfield's strategy for Indonesia **Mr. Arun Gopal, Head - International Business, Royal Enfield** said "Royal Enfield has pioneered and grown the mid-size motorcycle category in India. Backed by a phenomenal growth of over 50% year-on-year in the last five years, our ambition today is to lead and grow the middle weight segment, which is underserved globally with respect to evocative products. We believe this growth will largely come from markets like India such as Latin America and South East Asia, given their size and comparable commuting trends. Towards this, we entered Colombia last year with a very encouraging response to our products. "

"Indonesia is a strategic market for Royal Enfield. With its large commuter base, this market has enormous potential to upgrade to the next level of motorcycles, should there be optimal product choice. With our modern classic bikes, Royal Enfield is well poised to fill this gap and catalyze the shift to mid-size motorcycles in Indonesia. We will build our presence from Jakarta and depending on the response, expand our footprint to the other key cities in Indonesia", Mr Gopal added.

In 2014, Royal Enfield sold more than 300,000 motorcycles globally. Parent company, Eicher Motors Ltd., recorded its highest ever total revenue of \$1.4 billion USD, with large contributions from the Royal Enfield business unit. In CY 2015 the company aims to produce 450,000 motorcycles to support its growth strategy globally.

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## **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-size 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; and the recently introduced Continental GT 535cc café racer. Royal Enfield operates through 12 company-operated stores and 400 dealers in all major cities and towns in India, and exports to over 50 countries across the world including the USA, Japan, UK, several European and Latin American countries, as well as the Middle East and South 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 India 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://www.royalenfield.com/id>

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