

ROYAL ENFIELD RECREATES HISTORY AND COMPLETES TOP TO TIP RIDE IN RECORD TIME

- **50TH ANNIVERSARY OF THE RIDE COMMEMORATED IN PARTNERSHIP WITH RIDERS FOR HEALTH**
- **CELEBRATES THE LAUNCH OF ITS FIRST EXCLUSIVE STORE IN UK**

Fifty years after Royal Enfield, embarked on its first ever 24 hour 'Top to Tip' sprint ride, the brand recreated its iconic challenge to celebrate the launch of Royal Enfield's first exclusive store in the United Kingdom. This marks a major turning point in Royal Enfield's history and presence in UK. The brand has significant plans for UK that is also the spiritual home of Royal Enfield.

On Saturday 10th May at 10:10pm, five teams of motorcycle enthusiasts flagged off on Royal Enfield Continental GT motorcycles from John O'Groats, the northern most tip of UK forming a relay that changed over at pre-determined points along the route and covering 952 miles, to ultimately finish at Land's End.

The team successfully reached Land's End at 6:57 pm on Sunday 11th May, completing the ride in a record time of 20 hours and 47 minutes, while simultaneously raising money for social enterprise charity, Riders for Health. It was in fact Tom Bray, Riders for Health's eBay auction winner that rode into Land's End as the first rider on Sunday evening to complete the epic challenge.

Each team of five riders all completed the challenge on the new Continental GT - the lightest, fastest, most powerful Royal Enfield bike in production, launched in September 2013.

In 1964, the initial 24-hour Top to Tip ride, from John O'Groats to Land's End, marked the launch of Royal Enfield's 1965 Continental GT model. The ride in 1964 was completed in 22 hours and 20 minutes. As part of the 1964 ride, noted motorcycle

racer John Cooper had lapped the Silverstone race circuit where he reached a record-breaking 73mph, making the 1965 Continental GT 'Britain's Fastest 250'.

To keep the ride in line with its historical roots, the riders arrived at Silverstone on Sunday 11th May, where John Cooper, now 76 years old, completed a lap of honour on the very same track that he broke his original record.

Commenting on the Top to Tip ride, Siddhartha Lal, CEO, Royal Enfield said: "At Royal Enfield we have recreated history today by commemorating 50 years of the legendary Top to Tip ride on the Continental GT motorcycles. The ride has received an unprecedented response from enthusiasts, journalists and club enthusiasts alike, who came together to complete this difficult challenge in a record time."

"The Continental GT is inspired by the café racers of the 1960s in its form and in its simplicity; and it captures the feeling of freedom, fun and responsiveness that riders were trying to achieve then and brings it into the modern context. We use traditional craftsmanship and modern technology as a means to achieving the perfect balance between the rider, machine and terrain. The Continental GT is possibly the most engaging mid-size motorcycle out there. This ride, covering 952 miles in less than 21 hours, has again brought to the fore the superior handling and reliability of the bike", he added.

The 50th anniversary celebration of the Top to Tip ride also marks the launch Royal Enfield's first exclusive store in the United Kingdom. The store, based on Poyser Street, East London, houses the entire Royal Enfield range of motorcycles, including the all-new Continental GT, Classic and Bullet 500. The 850 sq ft retail unit will stock a complete range of apparel and accessories, including helmets, jackets, riding trousers, t-shirts, pit shirts, boots, gloves, goggles and buffs. A fully automated workshop with highly trained technicians will also supply spare parts for all current and non-current models. This brand new retail format showcases the brand's philosophy of 'Pure Motorcycling' in every aspect of the Royal Enfield ownership experience. The store draws its inspiration

from the brand philosophy to create an ambience similar to what would be found in an avid motorcycle enthusiast's drawing room. It also features an interesting visual merchandising format and innovative product displays, which include the use of bits and bobs from Royal Enfield motorcycles. A full blown wall display of a stripped down Continental GT showcasing the bike's internals and frame further adds to the panache of this brand new exclusive Royal Enfield store.

The Top to Tip ride also provided the perfect opportunity to partner with worthwhile charity, Riders for Health - who use well maintained motorcycles, ambulances and other four-wheel vehicles to deliver health care in seven countries across Africa - to help to raise much needed funds.

Royal Enfield will also donate a bike used on the ride, which the charity will then raffle off in order to raise further funds.

Andrea Coleman, co-founder and CEO of Riders for Health Riders for Health, said: "Motorcyclists form a strong community – their bikes tie them together, wherever they are from. It is why Riders for Health receives support from motorcyclists all over the world.

"The machine that people use for fun in the UK is the tool that Riders for Health is using to help save lives in Africa every time we mobilise a health worker with a well maintained motorcycle, transforming health care for 14 million people. This is why we are so pleased to be involved in the Royal Enfield Top to Tip challenge."

You can find out more about Riders for Health by visiting www.riders.org, or by following them on twitter @ridersforhealth or on Facebook at facebook.com/ridersforhealth.

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For further information please contact Lisa Hale or Laura Simpson at Tangerine PR on 0161 817 6600 or email lisa.hale@tangerinepr.com / laura.simpson@tangerinepr.com

About Royal Enfield:

The oldest motorcycle company 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 50% growth every year for the last 3 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 includes the Bullet, Classic and Thunderbird models in both 350 and 500cc displacements; and the recently introduced Continental GT 535cc café racer. Royal Enfield operates through 11 company-operated stores and 250 dealers in all major cities and towns in India, and exports to over 40 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 organises and supports many motorcycling events and rides , 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.

www.royalenfield.com

About Eicher Motors Limited:

Eicher Motors Limited (EML) is the flagship company of the Eicher Group, which was a catalyst in the green revolution in India with the production of India's first agricultural



tractor in 1959. EML is now a leading player in the Indian automotive space. Its 50-50 joint venture with the Volvo group, VE Commercial Vehicles Limited, designs, manufactures and markets reliable, fuel-efficient trucks and buses; and is leading the path in driving modernization in commercial transportation in India and other developing markets. Eicher Motors also owns the iconic Royal Enfield motorcycle business, which leads the premium motorcycle segment in India. The oldest motorcycle company in continuous production world-wide, Royal Enfield has witnessed a huge surge in demand in the recent past, and is charting its course to be the leading player in the mid-size motorcycle segment globally. EML's 50:50 strategic joint venture with US based Polaris Industries Inc., Eicher Polaris Private Ltd. is in start-up phase, and is currently designing and developing, and will soon manufacture and sell a full new range of personal vehicles. In 2012, Eicher Motors recorded its highest ever sales of INR. 7,000 crores (USD 1.3 billion) and is listed on the Bombay and National Stock Exchanges.

www.eicher.in

About Riders for Health:

Riders for Health's vision is a world in which health care reaches everyone, everywhere. The organisation is an international social enterprise that manages motorcycles, ambulances and other four-wheel vehicles used in the delivery of reliable and predictable health care in seven countries across Africa.

Riders for Health was founded over 20 years ago by British couple Andrea and Barry Coleman and American grand prix motorcycle legend, Randy Mamola. Riders for Health now employs over 400 people across Africa, works in seven countries and transforms health care for 14 million people.

For more information about Riders for Health, please contact Matthew Hann, mhann@riders.org