



Source: Independent i {Main}
Edition:
Country: UK
Date: Wednesday 14, May 2014
Page: 38
Area: 258 sq. cm
Circulation: ABC 287206 Daily
Ad data: page rate £10,472.00, scc rate £44.00
Phone: 020 7005 2000
Keyword: Royal Enfield



The 30 Second Briefing

ROYAL
ENFIELD

What's this about Royal Enfield targeting the UK? Are they selling guns?

Nope. Royal Enfield is the historic motorbike company, founded in 1893, that originally took its name from the weapons maker Royal Small Arms Factory in Enfield. One of the best known British bike

names, its slogan was "Made like a gun, goes like a bullet" in the 1950s

But didn't it run out of road?

The UK company was eventually dissolved in the 1970s. But its Indian branch, which first began manufacturing under licence in the 1950s, thrived and supplied the Indian army. After being rescued by the Indian truck and tractor giant Eicher in the 1990s, international sales are booming and it is now selling more than it has in years.

Which is why it is now looking to relaunch shops in the UK...

The company, now based in Chennai, India, sold nearly 65,000 bikes in the past three months globally – up 85

per cent on the same period of the previous year. After opening a store in London yesterday, it now plans a batch of shops across the UK to attract new customers.

So what might I find in one of these new shops?

Bikes such as the Continental GT, Bullet, Classic and Thunderbird, which sell for more than £4,000, and merchandise including T-shirts, jackets and helmets.

So who is a fan?

With its high handlebars and low seats, the distinct bike counts comedians Vic Reeves and Ross Noble, and chef Ed Baines as fans.

Laura Chesters

