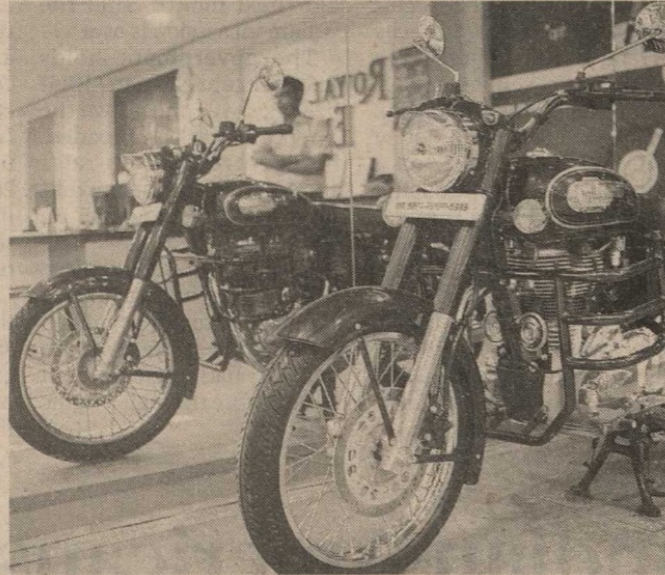


Enfield to export knocked-down units to Colombia



In India, Royal Enfield operates through 11 company-operated stores and 250 dealers

PHOTO: BLOOMBERG

TE NARASIMHAN
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Royal Enfield has said it will consider sending completely knocked-down (CKD) units to the Colombian market.

The company recently announced the Corbeta Group would be its exclusive distributor in Colombia; Corbeta will be responsible for supplying, marketing, reselling, distributing and servicing of Royal Enfield products in that market.

"Earlier, we were present in Colombia in a very small way, through a single dealer, who did minuscule numbers. Now, Royal Enfield is looking at Colombia as a strategic market and has, therefore, appointed Corbeta Group as its exclusive distributor. It is a large group, which will also be our CKD partner in Colombia," the company said in an emailed statement.

Royal Enfield, part of Eicher Motors, has a manufacturing base in Chennai.

"With a range of modern classic bikes, Royal Enfield brings to Colombia a new cat-

egory of mid-sized motorcycles (250cc-750cc), which will make leisure motorcycling more accessible and fun," said chief executive Siddhartha Lal.

He added Colombia had good riding terrain and held immense potential for the motorcycle segment. The Corbeta Group's understanding of the Colombian motorcycle market, infrastructure and aftermarket capabilities synergised well with Royal Enfield's differentiated product offerings and brand experience, he said.

Royal Enfield will introduce its Bullet, Classic and Rumbler range of motorcycles in 350cc and 500cc categories, as well as the Continental GT 535cc, in Colombia. It would also introduce its range of purpose-built apparel and accessories, Lal said.

In India, Royal Enfield operates through 11 company-operated stores and 250 dealers. It exports to about 40 countries, including the US, Japan, the UK and several European, Latin American, West Asian and South Asian countries.