



Royal Enfield appoints new chief

Delhi: Royal Enfield, the Chennai-based arm of Eicher Motors, has appointed Rod Copes as president, North America with immediate effect. Copes will be responsible for driving Royal Enfield's businesses in the US and Canada, the two-wheeler maker said in a statement.

"By naming Copes to a top-level executive position, Royal Enfield has firmly stated its intentions to rapidly expand the brand in the USA, its top export market," it added.

Eicher Motors MD & CEO Siddhartha Lal said Copes in-depth understanding of the North American markets and marquee brands will be vital for Royal Enfield. —PTI