

**Press Release
For Immediate Release**

Royal Enfield launches its entire range of motorcycles and gear at its first exclusive store in Jakarta

+ *Introduces Rumbler 500, built to the need of the long distance rider*

Jakarta, Indonesia, January 14, 2016: Royal Enfield, the oldest motorcycle brand in continuous production today announced its retail readiness in Indonesia with the price announcement of its full range of motorcycles and gear. Customers and enthusiasts will now be able to buy Royal Enfield motorcycles, apparel and accessories from its exclusive store in Jakarta at Jalan Pejaten, Barat No. 5 which is set up by PT Distributor Motor Indonesia.

In Jakarta, Royal Enfield's iconic motorcycle – the Bullet, world's oldest motorcycle in continuous production since 1932, is available at a price of Rp. 68.000.000,- for 500cc, and Rp. 54.000.000,- for 350cc. The Bullet Electra 350cc is available for Rp. 59.000.000,-. Royal Enfield's retro street model, known for its post war, timeless styling- the Classic 500 is available for Rp. 75.000.000,- while its 350cc variant is available at Rp. 61.000.000,-. Classic Battle Green & Desert Storm are available at the price of Rp. 76.000.000,- and Classic Chrome for Rp. 81.000.000,- The Royal Enfield Continental GT 535cc café racer is now available at a price of Rp. 144.000.000,-

Speaking at the launch event, **Mr. Rudratej Singh, President, Royal Enfield, said**, “Royal Enfield is today one of the most profitable automotive brands in the world and we believe that our future growth will come from our international markets such as Indonesia where motorcycles are a popular medium of commuting. We see a huge potential for our evocative, all purpose, middle- weight (250-750cc) motorcycles that will allow customers an optimum choice for upgrading. We want to revolutionize and re-invigorate this mid-size motorcycle market with our aspirational yet accessible range of motorcycles that can be used daily within the city and equally well for leisure and long-distance rides during weekends.”

“As part of our international strategy, we are focussed on building the brand and creating demand in nodal cities across the world such as London, Bogota, Medellin, Dubai, Madrid, Paris and now Jakarta. We are working to create a robust eco-system comprising of highly differentiated retail experience and aftermarket capabilities, rides and community events and other adjacencies that bring to life the heritage and world of Royal Enfield. We believe that once we are successful in Jakarta, our brand and products will resonate very well in other key Indonesian cities as well”, **Rudy added**.

At the store launch, the iconic British motorcycle brand also introduced the Rumbler 500-the definitive highway cruiser designed to provide comfort, style and poised to enhance the pleasure of leisure motorcycling amongst the touring enthusiasts. Royal Enfield sells Rumbler 500cc in Indonesia at a price of Rp. 82.000.000,-.

Introducing the motorcycle, **Rudy said**, “The Rumbler 500 is particularly suitable for long distance riding with its range, ergonomics, looks, excellent braking, night riding visibility and luggage carriage capability. Combining distinctive “black” styling with a 500cc Unit Construction Engine delivering 27.2 bhp being fed through an electronic fuel injection system and 41.3 Nm torque - the Rumbler 500 is set to make a distinct statement on the Indonesian roads.”

Delivering the brand philosophy of “Pure Motorcycling” in every aspect of ownership experience, Royal Enfield’s exclusive store will be the first ever in the country. The store spread over 1800 square feet creates an ambience of motorcycle enthusiast’s living room by featuring an interesting visual merchandising format, comfortable sitting spots in several corners, and innovative product displays, which include a wall display of a stripped down Continental GT showcasing the bike’s internals and frame. The store will house not only Royal Enfield’s motorcycle range, but also its complete range of apparels and accessories, including purpose-built protective riding gear and the recently launched lifestyle gear. The space of store has been designed not just as a point of purchase but also a meeting point for enthusiasts to have conversations around motorcycling. The Royal Enfield store in Jakarta is a full-service dealership that is equipped with service and aftermarket capabilities as well.

In Calendar Year 2015 the company sold over 450,000 motorcycles across the globe to support its global growth strategy and also announced its plan to produce up to 900,000 motorcycles by end of 2018, from two of its existing manufacturing facilities and a third upcoming facility, in Tamil Nadu, India. With a view to become the leader in the global mid-sized motorcycle industry, Royal Enfield is also building two new technology centers - one in India and one in UK, to enhance capability and execute long term product strategy. Royal Enfield recently announced its entry into Thailand along with the launch of its first subsidiary outside India in North America.

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**the above mentioned prices of all the motorcycles are off the road prices*

Hashtag: #RoyalEnfieldID

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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