

## Royal Enfield announces the formation of its wholly-owned subsidiary in Thailand

- *Overwhelming response paves the way for a new chapter for Royal Enfield in Thailand*
- *Thailand CKD assembly plant, Royal Enfield's first outside of India, planned by June 2019*

**21 March 2019, Bangkok, Thailand:** Royal Enfield, the global leader in mid-sized motorcycles, today announced the formation of its first wholly-owned subsidiary in the Asia Pacific region, in Thailand. With a tremendous demand for its evocative motorcycles, Thailand will also host Royal Enfield's first assembly plant outside of India, which is planned to commence operations by June 2019.

Announcing the company's plans for Thailand, **Siddhartha Lal, CEO, Royal Enfield**, said, "Ever since we commenced sales in Thailand three years ago, we have been absolutely delighted by the love we've received from riders here. Our customers in Thailand have discovered that our modern classics are brilliant for long rides on the highway while also being perfect to commute on in heavy traffic in the city. We are committed to focusing our energies on becoming part of the fabric of this country's rich motorcycling culture, and our decision to start assembling our motorcycles in Thailand is a sign of Royal Enfield's long-term commitment and growing confidence in the market."

Thailand was one of the first markets in Southeast Asia for Royal Enfield's new Interceptor 650 and Continental GT 650 Twins, based on an all-new parallel twin engine platform. Since their unveiling in December 2018, the 650 Twins have already received over 700 bookings in Thailand, with over 100 motorcycles delivered till date. The Twins, which are inspired by Royal Enfield's rich heritage and yet are truly modern motorcycles, complement a rich model line up already on sale in the country and were developed ground-up by teams at Royal Enfield's technical centres in Chennai, India and Bruntingthorpe in the UK.

"Thailand has become Royal Enfield's third home after its origins in UK and success in India. The initial success of the 650 Twins in Thailand has proven that Royal Enfield is well poised to fill the gap in the mid-size segment," said **Siddhartha**. "With a massive segment of commuters ready to upgrade and a robust long-distance, leisure riding culture in the country, Thailand offers huge headroom for growth for Royal Enfield. We believe that localising our operations in Thailand will allow us to serve our customers at a closer and more intimate level."

Talking about Royal Enfield Thailand's business plans, **Vimal Sumbly, Head Business, APAC Region, Royal Enfield** said, "Royal Enfield started with one store in Bangkok, which has been instrumental in helping us understand this market. We have an aggressive plan to expand our reach to about 15 standalone dealers and 25 authorized service centers by March 2020. The expanded reach will offer

customers better accessibility and convenience in Bangkok and the Greater Bangkok area, Phuket, Pattaya and Chiang Mai.”

*The Interceptor 650 recently won the prestigious ‘Best Modern Classic Middle-Weight’ award at the Thailand Bike of the Year 2019 awards.*

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**About Royal Enfield:**

The world’s oldest motorcycle brand in continuous production, Royal Enfield has made its distinctive motorcycles since 1901. Focused on bringing back simple, yet engaging and accessible motorcycling, Royal Enfield is the global leader in middleweight motorcycles. A division of Eicher Motors Ltd., Royal Enfield operates in India and over 40 countries around the world. With modern development facilities in Leicestershire, UK and Chennai, India, Royal Enfield makes its motorcycles in Tamil Nadu for the world.

Royal Enfield’s motorcycle line-up includes the brand new Interceptor 650 and Continental GT 650 twins, powered by a modern 648cc inline twin engine, as well as the iconic 350cc and 500cc single cylinder Bullet and Classic. The Himalayan, named for the mountains that Royal Enfield calls home, with 410cc long stroke engine, is built for all roads and no roads.

Unlike any other, Royal Enfield motorcycles are timeless and built for purposeful longevity. Royal Enfield riders are core to the brand and Rider Mania - an annual gathering that brings Royal Enfield riders from all over the world to the lovely beaches of Goa - and the Himalayan Odyssey - which tests riders on some of the toughest roads and highest mountain passes in the Himalayas - are just some of the many events that bring our riders together.

For more information about Royal Enfield please visit: <https://www.royalenfield.com>

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