

MOTOVERSE IS BACK!

- Celebrate the joy of pure motorcycling amidst the thump of a thousands of motorcycles at, Motoverse 2023
- Three epic days of motorcycling, music, heritage and art from November 24 to 26 at Vagator, Goa
- Early bird registration for the 'World's largest gathering of Royal Enfield motorcycles' - Motoverse, opens July 7th



New Delhi, July 7, 2023: Three days of Pure Motorcycling, Music and Art - Motoverse 2023 is all set to be back for an epic weekend full of fun and adventure at Vagator, Goa from November 24 to 26, 2023.

Over a decade ago, Royal Enfield enthusiasts came together in Goa for a celebration of 'The Thump That Binds' and since then, Rider Mania has grown into the largest gathering of Royal Enfield riders in the world and an even larger universe rooted in the culture of motorcycling.

Last year, Royal Enfield introduced Motoverse - a step into the Royal Enfield universe, with a vision to create a new-age pop culture calendar event that offers an exciting, kaleidoscopic gateway into the vibrant world of motoculture, This space was beyond adrenaline, and includes music, art, heritage, inspiration and the whole lifestyle of motorcycling, all in one inclusive space.

- **Moto Thrill**, where all the high adrenaline action is at. Dirt track, slide school, trials, competitions and more. If you've got skills, then prepare to show them off here or enter an event and learn.
- **Moto Ville** is a place to be if your 'motorcycling way of life' means something to you. Take in all that embodies motorcycling and the cultures that surround it.

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- **Moto Sonic** is the embodiment of the fact that motorcycling and music go hand in hand. Multiple performances over three days will get you and keep you grooving across the Moto-city.
- **Moto Reel**, a platform where riders or non-riders from all walks of life come together to witness inspirational stories and conversations between the stalwarts of adventure and passionate riders, from across the country.
- **Moto Shop** is the perfect stop for all your apparel needs - motorcycle gear and fashion all under one roof.

Register today and get ready to witness the convergence of music, art, fashion, heritage and pop culture with some of the greatest riders, artists, musicians, and storytellers from all across the country.

For more information and early bird registration, please visit:

<https://www.royalenfield.com/in/en/rides/events/motoverse/register/>

#Motoverse2023 #RiderMania #IntoTheMotoverse #RoyalEnfield #RidePure #PureMotorcycling

About Royal Enfield:

The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Royal Enfields are engaging, uncomplicated, accessible, and fun to ride; a vehicle for exploration and self-expression. It's an approach the brand calls Pure Motorcycling.

Royal Enfield's premium line-up includes the stylish Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, and the 650 parallel twin motorcycles - New Super Meteor 650, Interceptor 650 and Continental GT 650. The adventure motorcycles - Himalayan adventure tourer and the Scram 411 ADV Crossover, and the iconic Bullet 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Rider Mania, an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and the Himalayan Odyssey, a yearly pilgrimage over some of the toughest terrain and highest mountain passes.

A division of Eicher Motors Limited, Royal Enfield operates through more than 2050 stores across all major cities and towns in India and through nearly 1150+ touchpoints in more than 60 countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina and Colombia. With more than 35% CAGR for the last 5 years, Royal Enfield is the leader in the global mid-size motorcycle market.

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

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