

ROYAL ENFIELD

ROYAL ENFIELD & K-Rides

Proud to announce the arrival of Royal Enfield in Türkiye

RIDE PURE WITH US FROM MARCH 2024

Royal Enfield & K-Rides

Arriving in Türkiye March '24

- Royal Enfield expands its global customer base by entering the thriving Turkish market
- Distribution partnership backing from Kibar Holding reinforces consumer confidence.
- The first flagship store is set to open in Istanbul this Spring

FOR IMMEDIATE RELEASE – 16th, FEBRUARY, 2024

Royal Enfield, the world's oldest motorcycle brand in continuous production, is delighted to announce its entry into the Turkish market through a new partnership with K-Rides Motosiklet ve Bisiklet San. ve Tic. A.Ş., a subsidiary of Kibar Holding.

As the global leader in the mid-size motorcycle segment, where engine displacements range from 250cc to 750cc, Royal Enfield has seen exponential sales growth across international markets, this growth will be further strengthened by the appointment of K-Rides Motosiklet ve Bisiklet San. ve Tic. A.Ş. as its official distributor partner in Türkiye. The partnership signifies a convergence of legacies and a commitment to delivering authentic Royal Enfield experiences to Turkish motorcycling enthusiasts, with the inaugural flagship store opening its doors this Spring in İstanbul, becoming the epicenter for the vibrant Turkish Royal Enfield community.

Following a successful commercial launch later this year, K-Rides will introduce an extensive lineup of Royal Enfield motorcycles to the Turkish market. This lineup will include iconic models such as the Bullet, Classic, HNTR, Meteor, Super Meteor, Interceptor, Continental GT as well as the new Himalayan and the Shotgun, featuring engine displacements of 350cc and 650cc. These motorcycles are renowned worldwide for their timeless design and exceptional performance, offering Turkish riders a unique and thrilling choice in the mid-size motorcycle segment.

Commenting on the appointment of a new Distributor in Türkiye, Yadvinder Sing Guleria, Chief Commercial Officer, Royal Enfield, said "We are delighted to partner K-Rides and Kibar Holding as they join the growing Royal Enfield family. We are confident in their knowledge and deep understanding of the Turkish markets and with this association Royal Enfield will further strengthen its presence in the region's mobility sector. We look forward to developing a strong dealership network and bringing Pure Motorcycling through our products & services closer to the rider community in Turkey."

Kibar Holding, a pioneering force in the Turkish industrial sector, with a rich legacy spanning +50 years, is involved in diverse industries such as Metals, Mobility, Building Materials & Construction, Packaging, Energy, International Trading and Logistic Services. Their collaboration

with Royal Enfield signifies a significant step for both companies as they join hands to bring the purest form of motorcycling experience to enthusiasts in Türkiye.

“We are delighted to have joined forces with Royal Enfield, an esteemed motorcycle manufacturer renowned for its storied heritage. The rising demand for motorcycles in Türkiye aligns perfectly with our mission to cater to and enhance the aspirations of the rapidly growing community of motorcycle enthusiasts across the country. Royal Enfield's commitment to 'Pure Motorcycling' will be exemplified through our flagship showroom, where we intend to establish a comprehensive ecosystem that encompasses a unique retail experience, exceptional aftermarket services, thrilling rides, and engaging community events. With K-Rides, we are dedicated to delivering the ultimate motorcycling ownership experience and proud to partner with the world's longest-running motorcycle brand.” mentioned Gökhan Lokmanoğlu, Chief Corporate Development Officer of Kibar Holding.

To learn more about the power and elegance of Royal Enfield motorcycles and its expansion into Türkiye, stay connected by visiting www.royalenfield.com/tr.

About Kibar Holding

Since its establishment 1972, Kibar Group as a pioneer of Turkish Industrial sector with the importance it assigns to innovation, technology and operational efficiency, is today among the largest conglomerates in Turkey with more than 25 companies. Kibar Group conducts business activities in a wide range of industries with its six business units: Metals, Mobility, Building Materials & Construction, Packaging, Energy, Trade and Service. Strategically and organically integrating its robust business foundation with new business areas, Kibar Group have established K-Rides Motosiklet and Bisiklet San. ve Tic. A.Ş. to enhance the Group's mobility experience by enriching customers' retail experiences.

About Royal Enfield

The oldest motorcycle brand in continuous production, since 1901. From British roots, manufacturing in Madras began in 1955, from which point 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 line-up includes Bullet 350, HNTR 350, Classic 350, Meteor 350 cruiser, Super Meteor 650, Shotgun 650, Interceptor 650 and Continental GT650, Himalayan adventure tourer and the Scram 411 ADV Crossover. A division of Eicher Motors Limited, Royal Enfield operates in more than 60 countries around the globe. Royal Enfield has world-class technical centres in the UK and India with state-of-the-art production facilities at Oragadam and Vallam Vadagal, near Chennai. With more than 35% CAGR for the last 5 years, Royal Enfield is the leader in the global mid-size motorcycle market.