

28,000+ riders | 420+ cities | 58 countries

Royal Enfield owners across the world take to the roads to celebrate the 12th edition of 'One Ride'

- *One Ride aims to bring together Royal Enfield owners with a strong passion for riding across the globe, celebrate the Pure Motorcycling philosophy*
- *The largest annual ride that celebrates Pure Motorcycling, One Ride 2023 continues its focus on its social mission of being responsible riders- 'One Mission | One World | One Ride'*



National, September 18, 2023: Cities across the world echoed with the sound of Royal Enfields as 28,000+ owners celebrated the 12th edition of Royal Enfield's global marquee ride, One Ride 2023. First hosted back in 2011, One Ride aims to celebrate the passion of motorcycling, and in its current edition it witnessed participation from more than 58 countries, where Royal Enfield enthusiasts rode together to celebrate the camaraderie and their love for motorcycling.

One Ride celebrates the brand's philosophy of Pure Motorcycling where riders from different walks of life, varying ages and diverse regions around the world join together. It is one of the largest annual rides that celebrates Pure Motorcycling. The theme for this year's edition continues to be 'One Mission | One World | One Ride' and the idea behind the theme is to promote safe and responsible riding practices among riders. Over the years, Royal Enfield has made significant efforts towards encouraging riders to travel responsibly especially with its marquee rides to the Ladakh region, which have positively impacted the livelihood of local communities. One Ride 2023 is in line with Royal Enfield's larger program on promoting Responsible Travel.

In India, more than 14200 owners from 300+ Indian cities, including Delhi, Chandigarh, Jaipur, Jodhpur, Ahmedabad, Surat, Aurangabad, Ahmednagar, Nagpur, Nashik, Satara, Kolhapur, Goa, Mumbai, Indore, Bhopal, Jabalpur, Ranchi, Kolkata, Bangalore, Udupi, Karwar, Pune, Chennai, Madurai, Hyderabad, Kochi, Calicut Guwahati, Tripura and others, participated in this year's One Ride, setting a new record. In the same spirit, One Ride was celebrated across 58 countries globally, including India, Nepal, Australia, New Zealand, Thailand, Singapore, Korea, Indonesia, Cambodia, Vietnam, Japan, Mongolia, Philippines, UK, France, Spain, Portugal, Italy, Germany, Austria, Belgium, Netherlands, Sweden Switzerland, Czech, Denmark, Croatia, United States of America, Argentina, Colombia, Mexico, Peru, Chile, Ecuador, Uruguay, Costa Rica, Brazil, Dubai, Bahrain, Qatar, Kuwait, Madagascar, Turkey, Honduras and Dominican Republic among others.

#OneRide #OneRide2023 #LeaveEveryPlaceBetter #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, 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 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 further information please contact

corpcomm@royalenfield.com