

Press Note
September 21, 2026

ONE RIDE 2026 BRINGS TOGETHER 150,000+ RIDERS GLOBALLY TO SUPPORT SNOW LEOPARD CONSERVATION, CELEBRATING ROYAL ENFIELD'S 125 YEARS



On September 20, 2026 **more than 150,000 riders across 60 countries came together for over 1,600 rides**, making One Ride 2026 the biggest edition of Royal Enfield's global riding initiative since its inception in 2011. In the company's 125th year, riders united across borders, landscapes and thousands of miles around a shared purpose: **supporting the conservation of the snow leopard and the high Himalayas it calls home.**

Under the theme **"Every Rider. Every Road. One Mission."**, Royal Enfield has pledged a contribution towards snow leopard conservation for **every rider who participated in One Ride 2026**. The initiative builds on Royal Enfield's ongoing Social Mission work in the Himalayas, with conservation programmes across **Himachal Pradesh, Ladakh, Uttarakhand, Sikkim and Jammu and Kashmir**, covering more than **10,500 sq km of snow leopard habitat**, including **53 sq km under community conservation**. India is estimated to be home to **718 snow leopards**.

Although One Ride 2026 wrapped up on September 20, 2026, the journey continues beyond the ride. On October 23, 2026, to commemorate **International Snow Leopard Day**, Royal Enfield will premiere the Global One Ride 2026 Aftermovie, capturing the spirit of riders who came together across the world. On the same day, Royal Enfield will also reveal the total contribution made by the company as part of the pledge towards snow leopard conservation, turning this ride into a meaningful step towards protecting this extraordinary ecosystem.