

PRESS RELEASE
August 27, 2026

ONE MISSION, ONE RIDE: ROYAL ENFIELD MARKS ITS 125th ANNIVERSARY WITH A GLOBAL RIDE FOR SNOW LEOPARD CONSERVATION

- Celebrating its 125th year, Royal Enfield will aid a host of Himalayan snow leopard conservation efforts with contributions for every participant of **One Ride 2026**
- 1600 rides across 60 countries: World's largest motorcycling community is set to ride together in record numbers
- Register to participate in a ride near you: <https://royalenfield.com/oneride>

On September 20, 2026, as dawn breaks across time zones, the world's largest motorcycling community will embark on its most expansive event yet: **One Ride 2026**.

Calling riders from Mumbai to Madrid, São Paulo to Sydney, and everywhere in between, Royal Enfield's 125th-anniversary edition of One Ride will feature over 1,600 rides across more than 60 countries. The event will connect enthusiasts across continents and cultures, bound by a shared love for motorcycling.

This year, however, the iconic global ride carries an even greater purpose: supporting the conservation of the snow leopard and the fragile Himalayan ecosystem it calls home.

Every year, One Ride brings Royal Enfield's *Pure Motorcycling* philosophy to life, uniting riders globally while inspiring them to give back to nature. The 2026 edition marks a historic milestone as the brand celebrates its 125th year - a legacy shaped by the people who ride, the roads they choose, and the stories they bring back. Building on the momentum of One Ride 2025, which saw participation from over 53,000 riders, this year aims to make an even broader impact.

Mohit Dhar Jayal, President - Brand and Strategy, Royal Enfield, said, *"The Himalayas have always held a special place in the Royal Enfield community. For riders, they are a place of pilgrimage; for the elusive snow leopard, they are home. As we mark 125 years of Royal Enfield, One Ride 2026 allows us to bring our global riding community together around this shared connection and the responsibility that comes with it. Our relationship with the spiritual home—the Himalayas—goes beyond riding through these landscapes. This year, we are taking that connection a step further: every One Ride participation will translate into a pledge from Royal Enfield towards snow leopard conservation, turning our collective ride into a meaningful step towards protecting this extraordinary ecosystem."*

The Himalayas are more than a landscape to be ridden through; they are a sanctuary for communities and wildlife that have coexisted for generations. The snow leopard, in particular, plays a vital role in maintaining the delicate balance of this environment. Building on its long-standing conservation efforts in the region, Royal Enfield is ensuring that every rider's participation in One Ride directly funds the protection of this keystone species - turning every journey into an opportunity to give back.

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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 Bear 650, Classic 650, Bullet 650 and the Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the Himalayan 450, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company recently unveiled its new city+ electric mobility brand – the Flying Flea – a fresh take on urban mobility, blending authentic design with advanced technology.

Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously 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 2074 stores across all major cities and towns in India and through nearly 1212 stores in 80+ countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's state-of-the-art production facilities are located at Tiruvottiyur, Cheyyar, Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has seven modern CKD assembly facilities in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia.

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