

Press Note

ROYAL ENFIELD RECOGNISED AS THE WORLD'S THIRD STRONGEST AUTOMOBILE BRAND



#1	Toyota	TOYOTA	92.5
#2	BMW	BMW	88.9
#3	Royal Enfield	ROYAL ENFIELD	88.6
#4	Audi	Audi	88.5
#5	Tata Motors	TATA MOTORS	88.1
#6	Maruti Suzuki	MARUTI SUZUKI	87.2
#7	Ferrari	Ferrari	86.6
#8	Mahindra	mahindra	86.5
#9	Porsche	PORSCHE	86.2
#10	Hero	HERO	85.5

brandirectory.com/automotive-industry

City: Date: Royal Enfield, the global leader in the mid-size motorcycle segment (250cc–750cc), has been ranked the **3rd strongest automobile brand in the world** by Brand Finance, in its [Automotive Industry 2026](#) report. The recognition places Royal Enfield amongst the world's most admired automotive names and strengthens its position as a truly global Indian brand, one that continues to shape the future of motorcycling while staying true to its timeless spirit.

Royal Enfield achieved a Brand Strength Index (BSI) score of 88.9/100 with an AAA rating, while recording a remarkable 30% surge in brand value to USD 1.2 billion.

As the oldest motorcycle brand in continuous production with a legacy spanning 125 years, Royal Enfield has evolved into one of the world's most iconic motorcycle brands, loved by generations of riders for its timeless design, authentic character, and philosophy of Pure Motorcycling. Today, the brand has a presence across 80+ countries, supported by a growing retail network of over 3,200 stores globally, seven international CKD assembly facilities, and vibrant riding communities around the world.

Royal Enfield holds strong market positions globally, from Melbourne to Munich and Rio to Bangkok, and continues to build deep emotional connections with riders through its motorcycles, immersive experiences, and culture-led community platforms.

Its portfolio spans 14 internal combustion engine motorcycles across Heritage, Cruiser, Roadster, Adventure, and Pure Sport categories, each reflecting the brand's ability to blend heritage with modern relevance for riders across markets. More recently, Royal Enfield has also marked its entry into electric mobility with Flying Flea, its new city+ electric mobility brand, launching the Flying Flea C6.

The strength of the brand is further reflected in the recognition it continues to receive across quality and partner ecosystem benchmarks. Royal Enfield was ranked highest in overall two-wheeler initial quality in the J.D. Power 2025 study and secured the #1 position in the Federation of Automobile Dealers Associations (FADA) Dealer Satisfaction Survey.

About Brand Finance

Brand Finance is the world's leading brand valuation consultancy. Headquartered in London, it operates in over 25 countries. Every year, Brand Finance conducts more than 6,000 brand valuations, supported by original market research, and publishes over 100 reports which rank brands across all sectors and countries.

Brand Finance also operates the Global Brand Equity Monitor, conducting original market research annually on 6,000 brands, surveying more than 175,000 respondents across 41 countries and 31 industry sectors. By combining perceptual data from the Global Brand Equity Monitor with data from its valuation database — the largest brand value database in the world — Brand Finance equips ambitious brand leaders with the data, analytics, and the strategic guidance they need to enhance brand and business value.

In addition to calculating brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics, compliant with ISO 20671.

Brand Finance is a regulated accountancy firm and a committed leader in the standardisation of the brand valuation industry. Brand Finance was the first to be certified by independent auditors as compliant with both ISO 10668 and ISO 20671 and has received the official endorsement of the Marketing Accountability Standards Board (MASB) in the United States.

