

## Royal Enfield appoints Corbeta Group as the exclusive distributor for Colombia

~Partners for creating the mid-sized motorcycle segment in Colombia~

**Bogota (Colombia), July 16, 2014:** Royal Enfield, the world's oldest motorcycling company in continuous production, today announced the Corbeta Group as their exclusive distributor for Colombia. The Corbeta group will be responsible for supplying, marketing, reselling, distribution and servicing of Royal Enfield products in the Colombian market.

A quintessentially British iconic brand, Royal Enfield has its manufacturing base in Chennai, India and is part of Eicher Motors Limited, a leading player in the Indian automobile space.

Speaking to the media, **Mr. Siddhartha Lal, CEO Royal Enfield said,** *"At Royal Enfield we believe that the leisure motorcycling across the world has gone extreme with machines that are super sized, ungainly and expensive to buy and own. While a lot of these attributes will continue to remain in motorcycling, there is a space for something very different. Our unique form of motorcycling is centred on the idea of an absolute connect between the rider, his bike and the terrain he rides through. We call this Pure Motorcycling. We have been working very hard to create motorcycles that engage deeply and are fabulous to ride in real world riding conditions and speed. With a range of modern classic bikes, Royal Enfield brings to Colombia a new category of mid-sized motorcycles (250cc-750cc) that will make leisure motorcycling more accessible and fun."*

Commenting on the partnership with the Corbeta Group, **Mr Lal said,** *"Royal Enfield has had a great run in the recent past with a 50% year- on- year for the last three years and aims to become a leading player in the global mid-sized motorcycle segment. Colombia is a strategic market for Royal Enfield given the potential of its motorcycle industry and the fabulous riding terrain. The Corbeta Group's in-depth understanding of the Colombian market, proven credentials in the motorcycle business, infrastructure and aftermarket capabilities synergize very well with Royal Enfield's differentiated product offering and brand experience."*

The Corbeta Group will be opening exclusive stores to retail the Royal Enfield brand. After the commercial launch later this year, Royal Enfield will be introducing its Bullet, Classic and Rumbler range of motorcycles in 350cc and 500 cc displacements and the Continental GT 535cc café racer in Colombia. It will also be introducing its range of purpose-built apparel and accessories.

Speaking on the partnership with Royal Enfield, **Enrique Vargas, General Manager Corbeta Group said,** *"The Corbeta Group with its range of businesses has been successfully present in the Colombian market for more than 70 years now. We understand the motorcycle market in Colombia and see a huge opportunity for creating a mid-sized segment here. We will be working with Royal Enfield to bring to Colombia a differentiated motorcycling experience. We will be supporting them with our strong aftermarket network and infrastructure to ensure that Royal Enfield customers have full service support in the region. Going forward, we will also be looking at assembling Royal Enfield bikes in Colombia."*

### **About Royal Enfield:**

The oldest motorcycle company in continuous production, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-size motorcycle segment in India with its unique and distinctive modern classic bikes. With its new manufacturing base in Chennai, India, Royal Enfield is able to grow its production rapidly against a surge in demand for its motorcycles. With 50% growth every year for the last 3 years, Royal Enfield is fast becoming a very important player in the global mid-size motorcycle market and is working towards re-inventing this space with motorcycles that are evocative and engaging and great fun to ride.

Royal Enfield's product line-up includes the Bullet, Classic and Thunderbird models in both 350 and 500cc displacements; and the recently introduced Continental GT 535cc café racer. Royal Enfield operates through 11 company-operated stores and 250 dealers in all major cities and towns in India, and exports to over 40 countries across the world including the USA, Japan, UK, several European and Latin American countries, as well as the Middle East and South Asia.

Royal Enfield also organises and supports many motorcycling events and rides, more prominently the Rider Mania – an annual gathering of Royal Enfield riders from all over India to the lovely beaches of Goa, and the Himalayan Odyssey, the most arduous motorcycle ride over some of the toughest roads and highest mountain passes in the Himalayas. Royal Enfield also conducts the popular 'One Ride' where people around the world ride out on their motorcycles on the first Sunday of April.

To know more about Royal Enfield, the motorcycles, marquee rides and other initiatives, visit: <http://royalensfield.com/co/>

Be a part of one of the largest communities of motorcycling enthusiasts; like Royal Enfield on Facebook <https://www.facebook.com/pages/Royal-Enfield-Colombia/114838418532450>

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### **About Eicher Motors Limited:**

Eicher Motors Limited (EML) is the flagship company of the Eicher Group, which was a catalyst in the green revolution in India with the production of India's first agricultural tractor in 1959. EML is now a leading player in the Indian automotive space. Its 50-50 joint venture with the Volvo group, VE Commercial Vehicles Limited, designs, manufactures and markets reliable, fuel-efficient trucks and buses; and is leading the path in driving modernization in commercial transportation in India and other developing markets. Eicher Motors also owns the iconic Royal Enfield motorcycle business, which leads the premium motorcycle segment in India. The oldest motorcycle company in continuous production world-wide, Royal Enfield has witnessed a huge surge in demand in the recent past, and is charting its course to be the leading player in the mid-size motorcycle segment globally. EML's 50:50 strategic joint venture with US based Polaris Industries Inc., Eicher Polaris Private Ltd. is in start-up phase, and is currently designing and developing, and will soon manufacture and sell a full new range of personal vehicles. In 2013, Eicher Motors recorded its highest ever total income of INR. 7,400 crores (USD 1.2 billion) and is listed on the Bombay and National Stock Exchanges.

[www.eicher.in](http://www.eicher.in)

### **About Corbeta S.A:**

Corvette SA, with over 70 years in the Colombian market, has successfully established a network of companies in order to meet the needs of its customers by providing superior products. Today, the company is involved in various business fronts such as retail, wholesale, assembly, automotive, textiles and distribution of various products, through business units that have been positioned in the top 30 nationally, as are Alkosto Hiperahorro, Alkomprar, Ktronix, Kalley, Foton and AKT, generating more than 6,000 direct jobs and 12,000 indirect jobs. Based on innovation, human talent and social responsibility Corvette SA Work will continue permanently to consolidate its leadership in marketing products and services which are increasingly strengthened.

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