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Indian motorcycles ride into London

By Scott Campbell

ROYAL ENFIELD, the motorcycle company which holds the record for the longest continuous production, is today opening its first store outside India, signalling a return to Britain for a company that has largely sold its bikes in the world's second most-populous country for the past 113 years.

The manufacturer, best known for its Continental GT model, will showcase its entire range of motorcycles as well as apparel and accessories in its new 850 sq ft store in Bethnal Green, London.

Royal Enfield reported a record first quarter in terms of sales for the period ending March 31, 2014, with motorbike

sales rising 85pc year-on-year to 64,268 units. Earnings before interest and tax rose by 155pc to £13m.

"There has been solid growth in volume so far and with an extremely healthy-looking order book, it looks as though the increase in figures is set to continue," said Siddhartha Lal, the company's chief executive.

"It has been just over a year since Royal Enfield started commercial production at a new state-of-the-art facility in Oragadam, Tamil Nadu, India. The new plant is shaping up nicely and is now contrib-



uting significantly to our production volumes. In the first quarter of 2014 alone it has produced more than 10,000 units per month, a number that is poised to go up further as the year progresses."

The opening of the dealership marks 50 years since the company held its "Top to Tip" sprint ride from John O'Groats to Land's End to mark the launch of the first Continental GT model in 1964.

Last week, motoring enthusiasts embarked on the 24-hour ride in aid of Riders for Health.

