

Rod Copes is Enfield's N America Prez

Delhi, August 6

Royal Enfield, the Chennai-based arm of Eicher Motors, has appointed Rod Copes as President, North America, with immediate effect. Copes will be responsible for driving Royal Enfield's businesses in the US and Canada, the two-wheeler maker said in a statement.

Commenting on the appointment, Eicher Motors MD and CEO Siddhartha Lal said Copes' in-depth understanding of the North American markets and marquee brands will be vital for Royal Enfield. PTI