

Royal Enfield names Rod Copes as President of North America

New Delhi/ Milwaukee, August 06, 2014: Royal Enfield, the world's oldest motorcycle brand in continuous production and the world's fastest growing motorcycle manufacturer, has named industry-veteran Rod Copes as President, North America. Rod will be responsible for driving Royal Enfield's businesses in the United States and Canada. By naming Copes to a top-level executive position, Royal Enfield has firmly stated its intentions to rapidly expand the brand in the United States of America, its top export market.

Welcoming Rod, **Siddhartha Lal, MD & CEO Eicher Motors Ltd said**, "Rod comes to us with a rich worldwide experience of more than 20 years in the motorcycle industry. His in-depth understanding of the North American markets and marquee brands will be vital for Royal Enfield. U.S.A is an important market for us as we aspire to become the leader in the global mid-sized motorcycle industry. We realise that the mid-sized motorcycle market is underserved and opportunities are immense on this continent. I welcome Rod to the Royal Enfield family and wish him a long a fruitful association with the company."

Rod Copes has previously worked with Harley-Davidson for nearly 20 years, most recently as Head of Global Sales and Customer Service. He was responsible for growing the company's businesses across four global sales regions and three product categories: motorcycles, Parts & Accessories and General Merchandise. He spearheaded the brand's geographic expansion across emerging markets and established offices in locations such as Singapore, Miami (Latin America), New Delhi, Moscow, Dubai, Saul Paulo, Shanghai, Prague, Athens and Seoul. Rod, who holds both a Master's degree in Engineering and an MBA from Massachusetts Institute of Technology, left Harley-Davidson in late 2012 to follow his passion and entrepreneurial spirit of working with smaller companies and new ventures.

Rod is also active in several industry associations and business forums like the World Trade Center Wisconsin's International Business Roundtable, India Business Council, and UW-Milwaukee's International Business Center. He is currently on the Industrial Advisory Boards for University of Wisconsin - Madison's Mechanical Engineering Department, University of Wisconsin - Madison's MBA Operations and Technology Management Program, and the President's Advisory Council for Carroll University. He also served on the Board of Directors of the Hunger Task Force from 2006-2012.

Commenting on his new role, **Rod Copes President North America, Royal Enfield said**, "My association with Royal Enfield goes back to my early days in India when I first met Siddhartha. I have admired Royal Enfield's classic designs ever since. These are exciting times for the motorcycle industry and I am looking forward to working with the world's fastest growing motorcycle brand. The North American region provides an interesting opportunity for the brand. While lightweight and heavyweight bikes dominate the motorcycle scene in the U.S.A and Canada, Royal Enfield sits right in the middle with classic, fun, approachable designs that appeal to a younger, urban-oriented demographic. The new generation of riders is interested in a more hands-on motorcycling experience that is part of their lifestyle."

In 2013, Royal Enfield sold 178,121 motorcycles. For the seven month period in 2014 (Jan-July), Royal Enfield has already sold 165,713 motorcycles, registering a growth of 84% over the corresponding period last year. Rod Copes sees an opportunity to grow Royal Enfield's North American presence in the mid-power market, the brand's sweet spot with its predominantly 500cc collection.

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The announcement comes on the tail of Royal Enfield's 2014 North American launch of its all-new Continental GT café racer. The 535cc Continental GT brings the core idea of the rocker sub-culture from the 1960s roaring into the 21st century with a motorcycle that is nimble with a lot of useable power and torque – one that is outstanding and fun to ride at regular road going speeds. Available in the signature GT red and a brand new shade of GT yellow, the bike is currently available for USD 5999 MSRP in the United States.

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://royalenfield.com/us/>

Be a part of one of the largest communities of motorcycling enthusiasts; like Royal Enfield on Facebook

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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

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