

Royal Enfield to enter Colombia in partnership with Corbeta

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ROYAL Enfield, a part of Eicher Motors, has appointed The Corbeta Group as its exclusive distributor in Colombia as part of its plans to launch bikes in the country later this year.

The Corbeta Group will open exclusive stores to retail the Royal Enfield brand of motorcycles, the company said in a statement.

After the commercial launch later this year, Royal Enfield will be introducing its Bullet, Classic and Rumbler range of motorcycles in 350cc and 500cc displacements and the Continental GT 535cc café racer in Colombia, it said.

The company said it will also introduce its range of purpose-built apparel and accessories in Colombia.

Corbeta Group, Royal Enfield CEO Siddhartha Lal said: "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 synergise very well with Royal Enfield's differentiated product offering and brand experience.

Corbeta Group general manager Enrique Vargas said the group would be working with Royal Enfield to bring to Colombia a differentiated motorcycling.