



Source: 100% Biker {Main}
Edition:
Country:
Date: Friday 1, August 2014
Page: 9
Area: 212 sq. cm
Circulation: 22720 Monthly
Ad data: page rate £0.00, scc rate £0.00
Phone: 01244 881888
Keyword: Royal Enfield



online

www.roadsideamerica.com
Even if you never visit the USA, it's good to know where the Biggest Rocking Chair and the many places Billy the Kid is buried are.

www.motorcycleoutreach.org
Please don't forget that the excellent work started by the late Simon Milward is still going on out there.

FAR EAST TO THE EAST END

Gone are the days when, while considering the purchase of a new motorcycle, you wandered into a slightly shabby shop and buttonholed a passing bloke in a long brown storeman's coat. Now, buying a bike is as much a retail experience as any other, and manufacturers' outlets are fitted out with fancy furniture, blond wood, artwork on the walls and acres of merchandise.

A trendy location helps, and they don't come more aching in vogue than East London where Royal Enfield has just opened its first 'Concept Store' in Poyser Street, Bethnal Green. (The only other RE 'Concept Store' in the world is in Delhi). This new venture is in conjunction with Andy Treloar, who has run TTT Motorcycles from that address for 17 years, although some £1.6 million was spent to renovate the building before the Royal Enfield store opened its doors in mid-May. I was hoping for a bit of subcontinent glamour and maybe an elephant or two (look, we had an elephant open the Regal Cinema in Colchester, although that was 1930), but the opening was rather more decorous, although Royal Enfield CEO, Siddhartha 'Sid' Lal had flown in from RE's Chennai facility to cut the ribbon.

More 'Concept Stores' are planned with the UK, while the London launch coincides with the announcement of a new 'fresher, vibrant and more contemporary' Royal Enfield logo.

