

Enfield hires Harley's former sales head

New Delhi: Motorcycle manufacturer **Royal Enfield Motors Ltd** has hired Rod Copes, former sales and customer service head at US-based bike maker **Harley-Davidson Inc.**, to head its North American business.

Copes is an industry veteran credited with expanding Harley Davidson's businesses across four global sales regions and three product categories: motorcycles, parts and accessories and general merchandise.

He spearheaded the brand's geographic expansion across emerging markets and established offices in locations such as Singapore, New Delhi, Moscow, Dubai, Sao Paulo, Shanghai, Prague, Athens and Seoul. **AMRIT RAJ** ●