

Monthly Update - April 2021

Sales performance

Royal Enfield posted a sale of 53,298 motorcycles in the month of April, against the sales of 91 motorcycles for the same month last year.

MOTORCYCLE SALES	APRIL			YTD		
	2021	2020	Growth	2020'21	2019'20	Growth
Domestic	48,789	0	-	48,789	0	-
Exports	4,509	91	4855%	4,509	91	4855%
Total	53,298	91	58469%	53,298	91	58469%

**Since April `20 was lock-down, growth is not applicable*

Business Updates:

Royal Enfield Brings All-New Meteor 350 To North America

Royal Enfield, the global leader in the mid-size motorcycle segment (250cc-750cc), recently announced the launch of its all-new cruiser, the Royal Enfield Meteor 350 in India and will be available in select model trims in the USA in 2021. The new Meteor 350 adds another chapter to Royal Enfield's legacy of producing beloved mid-sized motorcycles.

RE Slide School Launches in UK

Royal Enfield's involvement in the dirt track continues to grow with the announcement of a UK-based expansion of their Slide School programme. The UK Slide School will join current schools programmes in India and the USA, the latter run by AFT racer, Johnny Lewis. The UK Slide School is being run for Royal Enfield by Dirt Craft, Gary Birtwistle's recently launched flat track school.

For further information please contact:

Prateek Sharma - prateeksharma@royalenfield.com

Avneet Kaur - avneet.kaur@2020msl.com