



Press release

May 11th, 2015

ROYAL ENFIELD ACQUIRES HARRIS PERFORMANCE

Royal Enfield, the world's fastest growing motorcycle manufacturer, has acquired UK based Harris Performance Products Ltd.

Established over forty years ago by brothers Steve and Lester Harris and Stephen Bayford, Harris Performance is one of the leading experts in designing, manufacturing and marketing motorcycle chassis and components. Under the terms of the deal, Royal Enfield will acquire all assets, employees, trade names, technical know-how and intellectual property of Harris Performance Products Ltd.

Harris Performance has had a long standing relationship with Royal Enfield and was responsible for the chassis development of the brand's iconic Continental GT café racer model.

Speaking about the acquisition, **Siddhartha Lal, CEO Royal Enfield** said: "Royal Enfield is working on its new generation of products and platforms; to have the Harris Performance team dedicatedly working with us will clearly enhance our engineering and product design capabilities. Their proven expertise, deep insight and understanding of motorcycling and Royal Enfield will be invaluable for us in our journey towards achieving leadership in the global mid-sized motorcycling segment."

Alongside successful relationships with the Royal Enfield brand, Harris Performance Products Ltd has been the only manufacturer from UK to have been officially commissioned by Yamaha and Suzuki to design, develop and manufacture race bikes for Grand Prix and World Superbike.

Siddhartha continued: “All of the current staff at Harris Performance will now become employees of Royal Enfield, taking responsibility of performance and development engineering for our new range of motorcycles. They will be part of Royal Enfield’s upcoming UK Tech Centre.”

Speaking of their association with Royal Enfield, **Steve Harris, Founder, Harris Performance Products Ltd** said: “Having worked with Eicher Motors Ltd’s motorcycle brand Royal Enfield for a number of years as a Technical Partner, we have experienced first-hand their capability, commitment, and ambition for their motorcycles and accessories. We are proud to be integrated into the Eicher family, the founders and staff of Harris Performance Products Ltd look forward contributing to Royal Enfield’s continued success”.

To know more about Royal Enfield, the motorcycles, marquee rides and other initiatives, visit: <http://www.royalenfield.com/UK>

Be part of the largest communities of motorcycling enthusiasts; ‘Like’ Royal Enfield on Facebook

<http://www.facebook.com/RoyalEnfieldGB>

Follow @royalenfield on Twitter

To know more about Harris Performance visit: <http://www.harris-performance.com/index.html>

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Notes to editors:

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 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 2014, Eicher Motors recorded its highest ever total income of INR 8738 crores (USD 1.4 billion) and is listed on the Bombay and National Stock Exchanges.

Please visit the website: www.eicher.in

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 motorcycles. 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 5 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 12 company-operated stores and 395 dealers in all major cities and towns in India, and exports to over 50 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.

About Harris Performance Products Ltd:

Established in 1972 in by brothers Steve and Lester Harris and Stephen Bayford, Harris Performance Products Limited designs, develops, manufactures and markets road and racing motorcycle chassis and components that are marketed in the UK and exported worldwide. Their Hertford based workshops have the facilities and undoubted expertise for working with ferrous and non-ferrous metals, machining and welding, plus the design, development and manufacture of fiberglass and carbonfibre products, they produce a varied and extensive range of motorcycle components and accessories. In addition to these, over 2,200 road bikes have been produced and sold from one-off specials to the famous *Magnum range*.

Harris Performance has enjoyed success in all classes of road racing including Grand Prix, World Superbike, World Championship Endurance, Isle of Man and top Irish road races.

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