



Royal Enfield Signs Partnership with CA Auto Finance

- Deal with Retail Finance Firm Offers Market-Leading Affordability to Customers

London, 24th April 2023

As part of Royal Enfield's continued commitment to providing customers with unrivalled accessibility to quality motorcycles, the manufacturer has signed an agreement to partner with CA Auto Finance, to provide its UK customers with access to affordable and quality finance deals for its entire product range. The collaboration marks a significant step towards enhancing customer accessibility to Royal Enfield's motorcycles.

For the first time ever, Royal Enfield customers will be able to access market-leading finance deals provided by CA Auto Finance on www.royalenfield.com/uk, meaning that ownership is accessible both in terms of ease of sign up as well as, crucially, price point. Finance deals will be available across Royal Enfield's product range from the 650 twin engine Interceptor, Continental GT and Super Meteor to the Himalayan and Scram 411s to the HNTR, Classic and Meteor 350s.

Today CA Auto Finance, which evolved out of FCA Automotive Services, is an independent, multi-brand player with a strong track record in providing finance in the mobility sector, with nearly 100 years of experience. Already a partner of Royal Enfield in Italy, CA Auto Finance shares Royal Enfield's vision of providing a versatile, reliable and affordable mobility solution that is as attractive for entry level for beginners as established bikers.

Says George Cheeseman, UK Country Manager – Royal Enfield, *"It's an incredibly exciting time for Royal Enfield as we enter a new chapter of operating our own wholly owned subsidiary with the distribution and direct network infrastructure going live on 1st May 2023. Our mantra is simple; to provide unrivalled accessibility to quality motorcycles to our customers. We are passionate about enabling anyone who wants to own a Royal Enfield, to be able to do so. We have searched hard for the ideal finance partner and are delighted that CA Auto Finance shares our dedication to providing market-leading affordability and quality customer experience."*

The partnership will generate significant benefits for Royal Enfield customers, such as access to a finance deal starting from as little as £49.99 per month* for the new HNTR 350.

Terms & Conditions

**8.9% APR Representative. Offer available on Royal Enfield model HNTR. 48-month term. Minimum 21% customer deposit required. Optional final payment varies depending on version. 10,000 miles p.a. PCP sales until 30/06/23. Subject to status. T&Cs apply. Royal Enfield Finance, SL1 0RW.*



AUTO FINANCE

PRESS RELEASE

About CA Auto Finance

CA Auto Finance is the UK subsidiary of CA Auto Bank, a new pan-European leader in vehicle financing, leasing and mobility, formed on 4th April 2023. The goal of the new Bank, which evolved out of FCA Bank, is to become an independent and multi-brand pan-European leader in the financing and leasing of vehicles and in the mobility sector. With the support of Crédit Agricole Consumer Finance, which has become its sole shareholder, the Bank's goal is to lead the energy transition, with a target of at least €10 billion in outstandings by 2026 and the ambition to achieve 80% of the portfolio of new vehicles being "green" by 2030. CA Auto Bank will be open to new partnerships and will operate in all sectors of mobility: from automotive to two-wheelers, to leisure, to marine, to agriculture, to light and heavy commercial vehicles.

For further information:

<https://www.ca-autofinance.co.uk/>

About Royal Enfield

The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Royal Enfields are engaging, uncomplicated, accessible, and fun to ride; a vehicle for exploration and self-expression. It's an approach the brand calls Pure Motorcycling.

Royal Enfield's premium line-up includes the all-new Super Meteor, HNTR 350 single, Meteor 350 cruiser, Interceptor 650 and Continental GT 650 twins, the Scram 411 and Himalayan adventure tourer, and the iconic Classic 350 singles. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Rider Mania, an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and Himalayan Odyssey, a yearly pilgrimage over some of the toughest terrain and highest mountain passes.

A division of Eicher Motors Limited, Royal Enfield operates through more than 2100 stores across all major cities and towns in India and through nearly 850 stores in more than 60 countries around the globe. Royal Enfield also has two world-class technical centers, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has three modern CKD assembly facilities in Thailand, Argentina and Colombia. With more than 37% CAGR for the last 5 years and sales in international markets up 108% in 2021-22, Royal Enfield is the leader in the global mid-size motorcycle market.