

## Royal Enfield to launch new 'Ready to Ride' training school and finance package scheme for new riders

- **New Guerrilla 450 motorcycles will initially be supplied to three UK training schools - Drayton Croft Motorcycles, Cooperb and Kings Two Wheel Centre.**
- **The Guerrilla 450 is perfectly positioned to provide a stable and accessible starting point for new riders, with the exclusive 'Ready to Ride' finance packages, provided by CA Auto Finance, including the option to fund an A2 license making this a much easier way to get on the road for new riders.**

London, March 3rd, 2026

Royal Enfield has today announced a new initiative to support grassroots rider development, in close partnership with CA Auto Finance, supplying select UK training schools with a dedicated fleet of new Guerrilla 450 motorcycles. The first six bikes have already arrived and are now being used by trainee riders at three partner schools, with further deliveries planned as the programme expands.

Drayton Croft Motorcycles in Hinckley, and Kings Two Wheel Centre in Kidlington, and Cooperb in Wellingborough, are the first dealership to receive Guerrilla 450 motorcycles for their training schools under the new 'Ready to Ride' programme.

A key feature of the scheme is its all-in-one monthly payment, which covers the motorcycle, accessories, riding apparel, and A2 license, making riding more accessible for those unable to cover large upfront costs.

This provision underlines Royal Enfield's commitment to provide exceptional rider experiences for all riders, with this scheme making motorcycling more accessible and enjoyable for new and aspiring riders.

The new 'Ready to Ride' finance package is facilitated by CA Auto Finance UK (trading as Royal Enfield Finance), branch of the Crédit Agricole Auto Bank Group. As the captive finance partner, CA Auto Finance UK developed the scheme and has begun rolling it out to an initial group of dealers. The offer is currently available through participating dealers only.

Davide Mamdouh Nageh, Marketing Manager, CA Auto Finance UK, said:

*"We recognise that the upfront costs of motorcycling - from licensing to gear - can be a real barrier, especially for new riders. Through our partnership with Royal Enfield, we've created a flexible solution that brings these elements into one simple, manageable monthly payment. This collaboration is about removing complexity and delivering value across our network, making the dream of riding a Royal Enfield an accessible reality for a new generation."*

George Cheeseman, Royal Enfield UK, said:

*"The Guerrilla 450 is a fantastic motorcycle that perfectly embodies the spirit of 'pure motorcycling.' By providing these bikes to our partner riding schools, and leveraging the financial expertise of CA Auto Finance through the 'Ready to Ride' scheme, we are helping to create a new generation of motorcyclists who start their journey on a fun, stylish, and user-friendly motorcycle."*

The return of the real roadster, trainees at select Royal Enfield riding schools will experience the Sherpa 450cc liquid-cooled single-cylinder engine, with a tractable 40 bhp and 40 Nm / 29.5 lb-ft of torque.

### **Guerrilla 450 for Learners**

The Royal Enfield Guerrilla 450, a modern roadster built on the renowned liquid-cooled Sherpa engine platform, is an ideal machine for rider training. Its lightweight chassis, upright riding position, and manageable power delivery make it an approachable and confidence-inspiring bike for learners.

The Guerrilla 450's riding position is both commanding and accessible, providing control and confidence in the learning environment - with 780mm seat matched to mid-set footpegs and an upright stance. The Guerrilla 450's ergonomics adapts to riding styles and enable riders to handle all roads, from traffic snarls to tight corners, crucially being perfectly placed for learners finding their feet.

The 'Ready to Ride' package, the result of the partnership with CA Auto Finance, is part of Royal Enfield's broader strategy to support the development of the grassroots of motorcycling in the UK. The company has a long history of championing rider experiences and training, including its successful "Slide School" and "Build Train Race" programmes, as well as its recent partnership with the British Army's Motorised Adventure group. The introduction of the Guerrilla 450 to training fleets is a significant step in this ongoing effort.

**-ENDS-**

### **Notes to Editors**

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#### **About CA Auto Finance**

CA Auto Finance is the UK subsidiary of CA Auto Bank: a universal bank, wholly owned by Cr dit Agricole Personal Finance & Mobility, which operates as an independent and multi-brand player in the vehicle financing and leasing and in the mobility sector. CA Auto Bank provides a complete range of credit and rental solutions and insurance services. Loan, lease and rental and mobility financing products provided by CA Auto Bank are specifically designed for the sale networks, for private customers and corporate fleets. CA Auto Bank has a presence in 19 European countries (Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Norway, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and in Morocco, directly or through branches, with a total of over 2,600 employees.

For more information:  
[www.ca-autobank.com](http://www.ca-autobank.com)

PRESS RELEASE

**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.*