



July 17, 2024

**Online intimation/submission**

**The Secretary**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai-400 001  
Security Code: 505200

**The Secretary**  
**National Stock Exchange of India Ltd**  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No.C/1,  
G Block, Bandra Kurla Complex, Bandra (E)  
Mumbai-400 051  
Symbol: EICHERMOT

**Subject: Regulation 30 of the SEBI (LODR) Regulations, 2015 – Press Release**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, please find attached a copy of the press release being issued today.

You are requested to take the same on your records.

Thanking you,  
For **Eicher Motors Limited**

**Atul Sharma**  
**Company Secretary**

Encl.: As above

## GET READY TO 'GRR' AS ROADSTERS GET REAL AGAIN THE ROYAL ENFIELD GUERRILLA 450 IS HERE!

- *The all-new Royal Enfield Guerrilla 450, a premium modern roadster built for visceral responsiveness, raw instinct and pure intuition, is a 'declaration of independence' that defiantly stands apart, making it a formidable 'All-Roadster'*
- *Built on the Sherpa 450 platform, the Guerrilla combines a powerful engine, with a dynamic chassis and riding modes | With 40PS and 40Nm delivered across the rev range, the Guerrilla 450 is a bold and spirited roadster*
- *Bookings in India and Europe begin today | Introductory price starting at INR 2,39,000 (ex-showroom) in India, with test ride and retails starting on August 1 | Priced £ 4,850 MSRP in the UK and € 5,290 MSRP in Germany, with retails starting mid-August across Europe*

**Barcelona, Spain - July 17, 2024:** Roadsters will never be the same again, nor will the roads, as Royal Enfield today launched its premium modern roadster - the Royal Enfield Guerrilla 450; a motorcycle meant to remind the world what roadsters were really meant to be - kinetic, intuitive and eager to play throughout its wide power band. Precisely engineered to be raw, responsive and for visceral riding experience, the Guerrilla 450 is a powerful, versatile and sophisticated motorcycle meant to deliver pure, primal fun, be it the weekday hustle through traffic snarls, a spirited Sunday morning zip through twisties, or long-haul rides on lazy roads.

The Guerrilla 450 is a motorcycle that embodies character, substance and defiance, much like Royal Enfield's fiercely unique journey of building motorcycles that stand apart from the rest. The 'guerrilla' in Royal Enfield has been evident in its portfolio of class-defining and award-winning motorcycles that have challenged dreary monotony, and have been developed for one purpose alone; the pure fun of motorcycling. The Guerrilla 450 marks a significant evolution in the long and storied legacy of strong roadsters from Royal Enfield that continue to lead categories.

Speaking about the Guerrilla 450, Siddhartha Lal, Managing Director - Eicher Motors Ltd. said, *"The Guerrilla 450 is our take on modern roasters, and we are super happy with how it has turned out. The motorcycle is mechanically characterful, super sophisticated, and combines performance, versatility and confidence-inspiring handling. It is built on the same platform as the Himalayan, but tuned to roadster performance that makes it feel excitingly different when you ride it. The Guerrilla really brings out what roadsters were always meant to do. It is super responsive and absolutely gorgeous to ride at everyday speeds, and equally delightful when revved through its paces on full-gas. The engine, the chassis, the riding position, and the superlative handling of the motorcycle all come together to truly make it much more than the sum of its parts"*

The Royal Enfield Guerrilla 450 will also be called the Royal Enfield GRR 450 in most of the Latin American markets. The lineup features three variants - Analogue, Dash and Flash - and five vibrant colourways. Bookings in India open today at an introductory price of INR 2,39,000 with test rides and retails beginning on August 1, 2024. In Europe as well, bookings begin today at a starting price of £ 4,850 MSRP in the UK and € 5,290 MSRP in Germany with retails expected to begin mid-August (Details on countries, variants and pricing in the table below)

Speaking about the new motorcycle, B Govindarajan, CEO - Royal Enfield said, *"The Guerrilla 450 is an absolutely gorgeous and game changing roadster. When we started with the Sherpa 450 platform, we*

*envisaged an adventure tourer and a superlative roadster that would be distinctly Royal Enfield. The Guerrilla 450 is just that - a roadster full of character and confidence. Developed in parallel with the Himalayan, the Guerrilla is tuned to perfection for city riding as well as weekend rides through twisty roads. It has amazing on-road handling, coupled with accessible power delivery, and superb chassis dynamics enhance the character of the motorcycle and offer amazing performance, stability and easy manoeuvrability. We've had a great time testing this motorcycle and riding it around the world. It really grows on you, and allows you to grow in confidence as a rider"*

## **The All-Roadster**

The Guerrilla 450 premium roadster is engineered for all kinds of tarmac. With the characterful 452cc Sherpa engine tuned for exciting roadster performance, a steel twin spar tubular frame, a dynamic riding stance that allows upright posture or a slightly sporty lean-in, the Guerrilla 450 truly goes back to OG roadster basics. Its dynamic ergonomics and sprightly performance lend it unparalleled versatility and responsiveness that make for a delightful ride. Whether it is a tucked-in, lean forward, full-gas sprint over twisty routes, or tackling rough city-streets and traffic snarls, a lazy Sunday morning ride, or a weekend haul over long distances, the Guerrilla is eager and pliant to do it all, making it a true 'all-roadster'

## **GRR - More growl for the growl**

The Guerrilla 450 is powered by the new and advanced 452cc single-cylinder liquid-cooled Sherpa engine and is engineered for an eager and spirited roadster performance. This powertrain debuted in the award-winning Himalayan 450 adventure tourer and has since gained huge appreciation. Equipped with a 4-valve DOHC setup, the Guerrilla 450 delivers an impressive 40 PS at 8,000 rpm and 40 NM of peak torque at 5,500 rpm, with more than 85% of this torque available starting at 3000 rpm. Its water-cooled system features an integrated water pump, twin-pass radiator, and internal bypass, ensuring optimal temperature control for peak performance in any condition. The 6-speed gearbox with assist and slip clutch enhances high-speed cruising comfort and adds an extra layer of safety that makes the Guerrilla 450 a true testament to Royal Enfield's innovative spirit and engineering excellence.

## **Return of the Real Roadster**

Nothing out there looks and rides like the Guerrilla 450; it is packed with sophistication, intuition and sensation. It features a stepped bench-seat, a 11 litre fuel tank, LED headlights, trafficators with integrated tail lamp, and an upswept silencer. Without any flashy features or pointless plastics, the Guerrilla has an athletic build with perfect angles, purposeful edges, and muscles in all the right places. Stripped of distractions and engineered with purpose and authenticity, the Guerrilla 450 pays homage to the OGs of roadsters. With its sleek design, performance-led riding geometry and premium build quality, the Guerrilla 450 challenges the norms, bringing a fresh approach to motorcycling.

## **Intuitive Riding Ergonomics**

The ergonomics on the Guerrilla 450 are designed to work in harmony with different riding styles, enabling riders to handle everything from fast-flowing sweeping open roads, to tight technical switchbacks. The rider geometry ensures that the stance remains upright thanks to the low seat and mid-set footpegs. With a dynamic chassis the Guerrilla 450 is engineered for agility and quick handling, offering stable yet light handling and easy manoeuvrability. The 43mm telescopic front fork and linkage-type mono-shock at the rear boost rider confidence without sacrificing comfort. Paired with 17-inch front and rear tubeless tires and 1440 mm wheelbase, the motorcycle maintains exceptional stability and control, ensuring a planted and stable, yet nimble ride. This engaging and responsive riding

dynamic makes the Guerrilla 450 ideal for city commuting and spirited rides on winding roads, striking a balance between practicality and performance.

### Switch moods. Switch Modes

The Guerrilla 450 offers a dynamic riding experience tailored to the moods of the rider, thanks to its ultra-responsive Engine Management System (EMS) and ride-by-wire technology. With Performance Mode and Eco Mode, the rider can change the throttle response to suit their mood and riding conditions. Whether efficiently navigating bustling city streets or having more power to the throttle over twisties and open roads, this motorcycle allows the rider to have more fun with every ride.

### Enabled by technology, not defined by it

The top and mid variant of the Guerrilla comes with the new Tripper Dash, a 4-inch infotainment cluster that offers a simple, intuitive user interface. The Tripper Dash, supported by the RE App, now has enhanced features like Route-recording which can be exported in GPX format, enabling the rider to share experiences with their peers. The GPX file can be imported from any device to relive and recreate the ride experience. Beyond navigation, the interface offers music control, weather forecasts, and comprehensive vehicle information. Royal Enfield Wingman will also be made available in the Guerrilla, sold as an MIY feature, enabling the rider to stay connected with the motorcycle and Royal Enfield GRID support at all times.

### Royal Enfield GMA and Apparel

**Genuine Motorcycle Accessories** for the Guerrilla 450 are meticulously crafted, elevating both style and functionality. With inspirations taken from the **Flat-Track** scene and **Urban** riding, the accessories include large engine guards and sump guards, urban seat that adds to style and better saddle comfort, and tinted flyscreen and blacked out mirrors that enhance ride experience. The Flat Track inspiration is evident in the bench seat, silver sump guard, headgrill, halcyon black instrument cowl. One can additionally opt for compact engine guards, bar-end mirrors with supporting mounts for enhanced ride and aesthetics. The Guerrilla 450 comes with versatile luggage solutions like soft panniers for city adventures.

**The Guerrilla 450 apparel range** denotes Royal Enfield's take on urban moto-culture. The T-shirts, caps and headgears are specially designed to appeal to the growing community of young and style-conscious riders. With the launch of the Guerrilla 450 roadster, Royal Enfield has introduced a new **Crossroader** riding jacket - India's first riding jacket with 100% Titanium sliders. The CE certified class A jacket offers superior air-flow with dual-sport fitting thereby encouraging riders to explore the streets with safety, comfort and style.

**Bookings commence today across India, the UK and European countries and deliveries will start in August 2024.** The motorcycle will ride into the rest of the world in a phased manner by early next year. The lineup features three unique variants in stunning colourways. Royal Enfield has also launched the '**Borderless Warranty Program**' with the Guerrilla 450. This initiative is aimed at offering riders the freedom to ride more and explore without limits on their Royal Enfield motorcycle, backed by an extensive network of 3000+ service centres across 70+ countries, worldwide.

In India, the Guerrilla 450 will be launched in 3 variants - **Analogue, Dash and Flash**, with six options. **Analogue** will have **Smoke Silver and Playa Black**. This variant will not have a TFT cluster. **Playa Black** features again in **Dash** along with **Gold Dip**; both with TFT display. At **Flash** variant level, **Yellow Ribbon** and **Brava Blue** feature with top specs. For other markets, Smoke Silver is the only available option at

Analogue variant level.

## COUNTRY-WISE PRICE

India

Variant	Colourways	India (ex-showroom, Chennai, India)
<i>Analogue</i>	Smoke Silver	INR 2,39,000/-
	Playa Black	
<i>Dash</i>	Playa Black	INR 2,49,000/-
	Gold Dip	
<i>Flash</i>	Yellow Ribbon	INR 2,54,000/-
	Brava Blue	

EU & UK

Variant	Colourways	UK (MSRP)	Italy (MSRP)	France (MSRP)	Spain (MSRP)	Germany (MSRP)
<i>Analogue</i>	Smoke Silver	£4,850	€5,340	€5,540	€5,247	€5,290
<i>Dash</i>	Playa Black	£4,995	€5,490	€5,690	€5,397	€5,340
	Gold Dip					
<i>Flash</i>	Yellow Ribbon	£5,050	€5,550	€5,750	€5,457	€5,540
	Brava Blue					

### 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 Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the all-new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and Classic 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously 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 2000 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 centres, 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 five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina and Colombia.

For further information please contact:

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