



## ***Royal Enfield Motors***

Royal Enfield Motors will soon be opening its North American headquarters and a dealership on Water St. in the Mitchell Leather building. The India-based company is the world's oldest motorcycle manufacturer in continuous production.

The office will house operations, marketing, sales, warranty, service, dealership development, and finance. It will be led by president Rod Copes, formerly head of global sales and customer service for Harley Davidson.

It is anticipated that Royal Enfield's midsize motorcycles, which are typically smaller than those produced by Harley-Davidson, will fill an unmet corner of the market.

Welcome to Milwaukee, Royal Enfield Motors!