

Press release

Creditplus Bank cooperates with Royal Enfield Germany

- **Traditional motorcycle brand with 125 years of history**
- **Expansion of the brand on the German market**
- **Stuttgart-based consumer specialists take over sales financing**

Stuttgart, 13 May 2026. Creditplus Bank AG continues to expand its commitment in the two-wheeler segment and acquires another renowned cooperation partner with the Indian motorcycle manufacturer Royal Enfield. As part of the cooperation, Creditplus Bank will in future take over sales financing for the motorcycles of the traditional brand and thus support dealers and customers alike.

Tradition and growth united

Royal Enfield is one of the most traditional motorcycle brands in the world and has a 125-year history. The brand grew out of a British industrial operation and is now part of the Indian Eicher Group, one of the country's leading automotive companies. As the oldest motorcycle brand in continuous production, Royal Enfield has shaped its own market segment with its characteristic, classically inspired machines. Today, the company is active in over 60 countries and works with more than 3,000 trading partners.

Royal Enfield has also consistently focused on growth in Europe. Since 2025, the company has had its own branch in Germany in order to further expand its presence on the German market. The distribution takes place via a growing dealer network. With sales of over one million motorcycles sold last year, Royal Enfield underscores its dynamic development and clear expansion.

"Royal Enfield is a traditional motorcycle brand with a strong identity and a clear growth strategy. We are very pleased about this partnership," says Christian Frey, CCO of Creditplus Bank AG. "With our customised financing products and services, we will support dealers and customers alike."

Royal Enfield is also looking forward to the cooperation: "We would like to further expand our presence in Germany and are very pleased to have an experienced and reliable financing partner at our side with Creditplus Bank. Together, we want to strengthen our dealers and offer our customers attractive, uncomplicated financing solutions," says Edgar Kleinbergen, Country Manager DACH at Royal Enfield.

About Creditplus Bank AG:

Creditplus Bank AG is a highly specialised consumer credit bank with business areas of sales financing, direct business and dealer financing. The bank, headquartered in Stuttgart, has 21

branches and more than 700 employees nationwide. Creditplus Bank AG is part of the Cr dit Agricole Group through the French consumer finance group Cr dit Agricole Personal Finance & Mobility. It is one of the leading retail banks organised in the banking trade association. The bank has a multi-channel system that connects the distribution channels branches, internet, sales financing, dealer purchasing financing and partner banking.

All about Royal Enfield:

Royal Enfield has been continuously building motorcycles since 1901, making it the oldest permanently producing motorcycle brand in the world. After its foundation and production in England, a production facility was established in Madras, India in 1955. The company is growing in the Indian market and is driving the segment of mid-range motorcycles (250-750 cm³). Royal Enfield motorcycles impress with simplicity and riding fun – ideal for discovering new things and living out your own style. The brand calls this approach "pure motorcycling".

Royal Enfield's range of models includes motorcycles of the engine capacity classes 350, 450 and 650 cc. The 350 segment includes the HNTR 350, Meteor 350 and the iconic Bullet 350 and Classic 350. In addition, the ADV Himalayan 450 touring machine and the Roadster Guerrilla 450, the 650 family includes the Super Meteor 650, Interceptor 650, Continental GT 650, Shotgun 650, Classic 650, Bear 650 and the new Bullet 650. In addition, Royal Enfield has launched its Flying Flea electric subsidiary brand.

Royal Enfield is a division of Eicher Motors Limited and operates over 2,000 stores in India and 850 stores in over 65 countries worldwide. The production facilities are located in Oragadam and Vallam Vadagal near Chennai, India, supplemented by two technical centres in Chennai and Bruntingthorpe, UK. In addition, there are seven CKD assembly plants in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia. More information at royalenfield.com

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