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September 17, 2026

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, 5th 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



BORN AIRBORNE: THE HIGHLY ANTICIPATED FLYING FLEA C6 HAS LANDED

- Flying Flea C6 launches in five cities in Europe and the UK: Paris, Barcelona, Rome, Berlin and London
- Available in three distinct colourways, bookings for the FF.C6 open at €5,990 across Europe and £5,300 in the UK

Paris, September 16, 2026: Flying Flea, the urban electric mobility brand from Royal Enfield, enters Europe and the UK, with the launch of its first electric motorcycle, the Flying Flea C6. Hardcoded to be agile, visceral and resilient, the FF.C6 will be available at the Flying Flea stores in Paris, Barcelona, Rome, Berlin and London with deliveries set to begin by October 2026.

Speaking on the Flying Flea's entry into Europe & the UK, B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield, said, "Our foray into electric mobility through the differentiated Flying Flea brand reflects our long-term intent to build a new category of electric mobility. The response to the Flying Flea C6, our first electric motorcycle, since its launch in Bengaluru, India has been outstanding with early riders logging over 100,000 customer-ridden kilometres in just three months. This response, backed by significant R&D investment, years of rigorous testing, and in-house innovation, gives us the confidence to expand Flying Flea's presence further. The FF.C6 purposefully brings together our design language from the past with advanced battery and connected vehicle technology, delivering a category-creating, authentic, agile, and premium ride experience. Our rollout in Europe and the UK will be phased, prioritising a robust sales and service network and infrastructure so we can ensure a superior ownership experience from day one. We are building this electric future with commitment, and with an exciting product pipeline ahead, Flying Flea is all set to take Royal Enfield's legacy into a new era."

Flying Flea is an embodiment of masterful metallurgy, ingenious chemistry and rider-first wizardry where hardware and software work as one seamless organism. It effortlessly blends agility with advanced connected technology, delivering a deeply intuitive riding experience. Crafted as an alternative to conventional e-bikes, the FF.C6 introduces a fresh dimension to urban transportation through notable performance, strong capability, and an emotive, unmistakable design.

Every element of the FF.C6 is crafted not just to look distinctive, but to enhance how the motorcycle feels and functions, to provide a truly exhilarating ride experience. Engineered to connect, adapt and evolve with its rider, Flying Flea transforms technology into a meaningful, everyday advantage.

ARTISTRY (DESIGN)

Inspired by the original Flying Flea of the 1940's - the modern FF.C6 is thoughtfully reinterpreted for today's rider. The FF.C6 fuses World War II heritage with lightweight forged-aluminum architecture and "modern EV craft." Featuring an exoskeleton frame and a contemporary interpretation of the original Flying Flea's front suspension, it incorporates a precision-engineered forged aluminium Girder fork. The FF.C6 is the only motorcycle on the market today to feature this advanced Girder fork, setting it apart with its mechanical elegance.

A defining expression of the Flying Flea ethos lies in the design of the battery fins, where tradition and innovation merge seamlessly. The dynamic front fins, arranged in alternate sequence, symbolises innovation and modern technology, while the subtle rear fins, embodies tradition and legacy. Both fins twist and turn eventually merging seamlessly into a wing-shaped scoop at the center. This harmonious



fusion of tradition and technology reflects the unique identity of Royal Enfield- a brand that remains timelessly relevant to customers, whether in the past, present, or future.

Created for today's world in an entirely new avatar, the FF.C6 is offered in three distinct colourways – **Flea Green**, a timeless choice for those who value understated elegance, and **Storm Black**- a striking interplay of gloss and matte black with a bold pop of the brand's signature colour, and **Parachute White**, a sophisticated combination of warm white, black detailing and distinctive blue accents, creating a clean and contemporary aesthetic.

Balancing form with function are the meticulously crafted, true-round display TFT screens and case lending the FF.C6 has a uniquely premium presence that sets it apart. The touchscreen instrument cluster blends classic aesthetics with modern practicality, offering riders seamless access to features without distraction. Thoughtful customisation is integral to the design with a removable pillion setup and adjustable footpeg positions that ensure a comfortable riding posture.

WIZARDRY (TECHNOLOGY)

Royal Enfield introduces a next-generation rider experience through Fleaware OS - its proprietary adaptation of Android Automotive OS - working in tandem with the Flying Flea Mobile App.

The system continuously learns from rider behaviour, enabling a more intuitive and personalised experience over time, while **over-the-air updates** ensure the motorcycle keeps improving. This creates a platform that remains relevant, responsive and in step with the rider's growing confidence and needs.

Control and interaction are designed to be seamless and instinctive. The industry-first rotary mode switch allows riders to transition effortlessly between ride modes, adapting to changing traffic and road conditions without breaking focus. Ergonomics are meticulously considered, with every control – from the **joystick-controlled TFT interface** to the home and back buttons – placed for quick access. Features such as cruise control, voice assist and a programmable button reduce rider effort, especially in demanding urban environments.

Personalisation extends to charging as well, with selectable charging speed – **Rapid, Standard and Trickle** – giving riders control over time, efficiency and battery usage based on their routine. Even the inclusion of a kill switch adds an extra layer of reassurance and control. Together, these systems enhance confidence, making every ride smarter, safer and more adaptable.

CHEMISTRY (MATERIAL & PERFORMANCE)

Best-in-class regenerative braking actively extends range by recovering energy during deceleration, while instant acceleration ensures effortless movement at a flick of a wrist. Boasting a WMTC range of **104 km (65 miles)**, a top speed of **115 km/h (72 mph)**, and a maximum motor torque of **60 Nm**, it delivers an immediate and exhilarating performance.

At its core is a **3.91 kWh lithium-ion battery**, encased in lightweight magnesium alloy and supported by an efficient air-cooled ventilation system. Delivering peak power of **15.4 kW @ 3500 RPM**, the system is paired with one of the fastest onboard chargers in the segment. The FF.C6 can be conveniently charged using a standard 16 Amp wall outlet, with fast charging enabled by its high-voltage architecture. For longer battery health, riders also have the option to trickle charge – putting control firmly in their hands through intelligent software-led charge management.

Charging is designed to integrate seamlessly into everyday life and can be fully charged from **20% to 80% in just over 60 minutes** and delivers approximately 1 km of range per minute of charging. This ensures minimal downtime and maximum convenience, allowing riders to stay on the move with ease.



Complementing this, an energy-efficient regenerative system reduces energy loss and maximises consumption and efficiency.

Integration enhances usability at every level. Remote monitoring and connected navigation keep the motorcycle in constant sync with the rider, while advanced stability systems like lean-angle ABS and traction control inspire confidence across varied road conditions. Combined with deep configurability and dynamic performance, the FF. C6 delivers a ride that is efficient, predictable and effortlessly adaptable to the rider's world.

Priced at €5,990 across Europe & £5,300 in the UK, the launch follows a city-by-city rollout approach. The first city to launch was Bengaluru in India, now followed by Paris, France.

Every drop zone is fully equipped and trained with 24/7 monitoring systems and supported by a dedicated service infrastructure to guarantee seamless, round-the-clock assistance.

FLYING FLEA STORE	ADDRESS
Royal Enfield Bastille	47 Bd Beaumarchais, 75003 Paris, France
Royal Enfield Barcelona	Carrer de Buenos Aires, 53, Eixample, 08036 Barcelona, Spain
e-drive Center Green City Mobility GmbH	Goerzallee 311, 14167 Berlin, Germany
Krazy Horse London - Capital House	211-219 Bellegrove Rd, Welling, London, DA16 3RQ
Royal Enfield Roma Nord	Via Mesula, 12, 00158 Roma RM, Italy

Powered by a team of 200+ engineers across India and the UK, and backed by 45+ patent applications, Flying Flea is a true greenfield innovation, developed entirely in-house at the Flying Flea Tech Centres. It is motorcycling-reimagined. Reflecting the brand's distinctive design ethos, the Flying Flea C6 has earned several prestigious global design accolades, including the **Red Dot Award 2025** in the 'Design Concept' category, the **Good Design Award 2025** and the **iF Design Award 2026**.

For booking and more information, visit <https://flyingflea.royalenfield.com/in/en/product/c6/>

#FlyingFlea #FFC6 #BornAirBorne

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 Bear 650, Classic 650, Bullet 650 and the Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the Himalayan 450, the Himalayan 440, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company has recently unveiled its dedicated electric mobility brand – the Flying Flea – a fresh take on electric two-wheelers, blending authentic design with advanced technology. The Flying Flea C6, its first product, has been launched in India, Europe and the UK.



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), the greatest celebration of motorcycling culture attended each year by thousands of riders from across the globe 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 2074 stores across all major cities and towns in India and through nearly 1212 stores in 80+ countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's state-of-the-art production facilities are located at Tiruvottiyur, Cheyyar, Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has seven modern CKD assembly facilities in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia.

For further information, please contact: corpcomm@royalenfield.com
