



# ENGAGE SCRAM MODE

March 1st - June 30th, 2023 **PROMOTION EXTENDED**

For a limited time, Royal Enfield is offering the choice of two fantastic options to kick-start the spring riding season.

Included with the purchase of any new, unregistered 2023 Scram 411:

**Financing with Zero-down,  
Interest rates starting at 1.99%\*, and  
monthly payments as low as \$99\***

OR

**Scram Mode:  
Apparel and Accessories  
Kit**

**Finance Option: FreedomRoad Financial  
Zero-Down\*, Interest rates starting at 1.99%\* and  
monthly payments as low as \$99\***

**1.99% for 24 months  
2.99% for 36 months  
3.99% for 48 months  
5.99% for 60 months**

**Apparel and Accessories Kit Option:  
The Scram Mode Kit includes riding gear and  
accessories for the Scram 411\***

**Streetwind V2 Riding Jacket  
Urban Hustler Gloves  
Adventure Hand Guards  
Compact Engine Guards**

### Financing Option:

This offer is only available through authorized U.S. Royal Enfield North America dealerships from March 1st, 2023 until June 30th, 2023 currently enrolled with FreedomRoad Financial. Any dealer currently not enrolled with FreedomRoad Financial can still enroll with FreedomRoad Financial to participate in the program.

**Enroll in Freedom Financial:** Experience the FreedomRoad Difference today!

Email FreedomFinancial at [info@rfr1.com](mailto:info@rfr1.com) or Call 866.455.7623.

### **ENGAGE SCRAM MODE**

**Financing with Zero-down,  
Interest rates starting at 1.99%\*, and  
monthly payments as low as \$99\***

#### **Special Financing Offer: Terms & Conditions**

\*Offer applies to new, untitled 2023 Royal Enfield Scram 411 models as indicated, subject to availability. Financing offer available through FreedomRoad Financial (FRF), a loan production center of Evergreen Bank Group, Member FDIC. Annual Percentage Rate (APR) of 1.99% for 24-month term, 2.99% for 36-month term, 3.99% for 48-month term, and 5.99% for 60-month term, and no down payment offer available to qualified applicants only, and only on new, untitled 2023 Royal Enfield Scram 411 models. Where no money down is indicated, it is available only to those well-qualified applicants with approved credit. Not all buyers will qualify and if approved may receive a higher rate, depending on credit score. Some buyers will require a down payment in order to receive credit approval.

**Payment example: 1) 2023 Royal Enfield Scram 411 with a purchase price of \$5,099, zero down payment, a 60 month repayment term, and 5.99% APR results in monthly payments of \$98.55. Payment example does not include sales tax, destination charges, doc fees, other fees or any added optional accessories. If included in the financed amount then your monthly payment will be higher.**

Subject to model availability and dealer participation. Subject to credit approval by FRF, not all applicants will qualify. Financing offer can change or be canceled at any time. Offer commences on March 1st and is valid through June 30th, 2023. This offer cannot be combined with any other offers. Finance offer valid through authorized U.S. Royal Enfield dealers only. See participating authorized dealers for details.



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### Scram Mode: Apparel and Accessories Kit

#### Scram Mode Kit: Terms & Conditions

The offer is only available through authorized Royal Enfield North America dealerships from March 1, 2023 until June 30th, 2023.

**Eligible Model:** MY23 New, Unregistered Scram 411 (all colors)

The program is either or, the consumer may choose the retail finance or the Scram Mode Kit. If the unit is financed on the FreedomRoad Program, it will not qualify for the Scram Mode Kit promotion and the dealer will not receive credit for the kit.

All eligible units must be warranty registered within 48 hours of the date of sale.

The claim/order form for Scram Mode Kit must be completed within 48 hours of the date of sale. (Please reference the sizing chart included in this communication before placing order).

**Promotion does not include installation of motorcycle accessories.** Dealers are not required to install accessories. The cost of installation is the responsibility of the customer.

Credit for the Scram Mode Kits will be issued to the dealers parts account within 30 days of the submission of the claim/order form and verified SWR registration with matching VIN.

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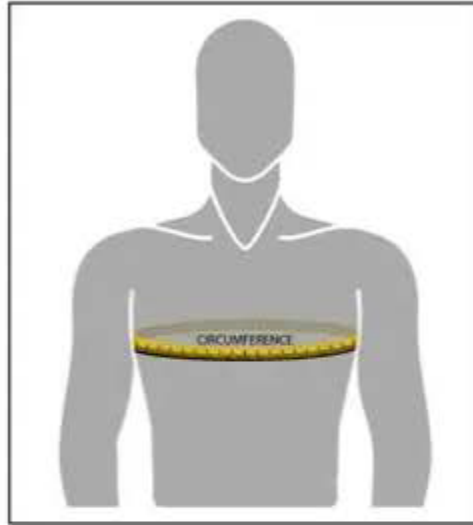
#### Scram Mode Apparel and Accessories Kit: Includes



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### Scram Mode: Apparel and Accessories Kit

cm in



Size in inch

CHEST MEASUREMENTS (WITHOUT JACKET)	JACKET SIZE TO CHOOSE
39.4-40.9	S
41.3-42.9	M
43.3-44.9	L
45.3-46.9	XL
47.2-48.8	2XL
49.2-50.8	3XL



Streetwind V2 Jacket

**Scram Mode Kit:**  
Part Number Reference Guide

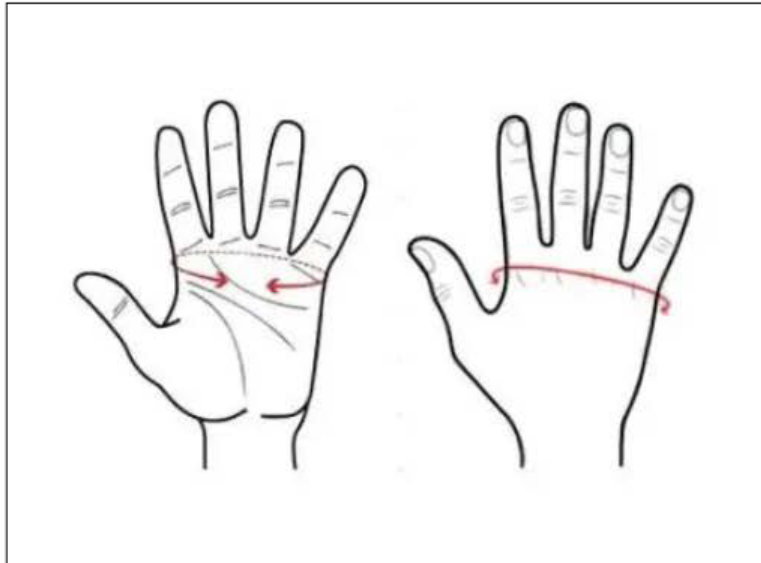
#### Streetwind V2 Jacket

**M:** RRGJKM000020  
**L:** RRGJKM000021  
**XL:** RRGJKM000022  
**2XL:** RRGJKM000023  
**3XL:** RRGJKM000024

## ENGAGE SCRAM MODE

### Scram Mode: Apparel and Accessories Kit

cm in



PALM MEASUREMENTS		Size in inch
PALM MEASUREMENTS (without gloves)	GLOVES SIZE TO CHOOSE	
7.3-7.9	S	<p>1. Measure palm circumference around the widest point of your hand, over your knuckles.</p> <p>If you don't have a measuring tape, use a string to take the circumference, and then place it against a ruler.</p> <p>2. Match your measurement to the chart as provided to choose your estimated glove size.</p>
7.9-8.5	M	
8.5-9.1	L	
9.1-9.4	XL	
9.4-9.8	2XL	
9.8-10.2	3XL	



Urban Hustler Gloves

#### Scram Mode Kit: Part Number Reference Guide

#### Urban Hustler Gloves

- M:** RRGGLN000012
- L:** RRGGLN000013
- XL:** RRGGLN000014
- 2XL:** RRGGLN000015



### *ENGAGE SCRAM MODE*

#### Scram Mode: Apparel and Accessories Kit Order Process

1. [Complete & Submit Form](#) to process the order for the Scram Mode Kit.
2. After this form is received by Royal Enfield North America, a manual order will be placed and charged (\$205.23USD) to your RENA PG&A account. Dealer is responsible for consumer notification upon receiving the Scram Mode Kit.
3. Invoice titled SCRAM-LAST SIX DIGITS OF VIN will be included in the shipment to help identify each customer's order.
4. Upon SWR registration of the eligible sold unit in the RENA DMS, a credit will be issued to the dealer parts account within 30 days.
5. **Regarding Apparel & GMA Order Fulfillment:**  
Orders will be fulfilled starting in July depending on when the order is submitted via the Google Form.



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### Frequently Asked Questions

**Question:** Can a customer be eligible for both the FreedomRoad Financing option and the Scram Mode Apparel and Accessories Kit?

**Answer:** No, the customer must choose one or the other. If the unit is financed on the FreedomRoad Program it will not qualify for the Scram Mode Kit promotion and the dealer will not receive credit for the kit.

**Question:** If I am not signed up with FreedomRoad Financial can I apply?

**Answer:** Yes, any authorized RE dealer can sign up with FreedomRoad Financial to take part in this financial promotion. Sign up today: Email [info@frf1.com](mailto:info@frf1.com) or call 866.455.7623.

**Question:** If a customer chooses to use their own financing/ credit union and NOT with FreedomRoad, can they still take advantage of the Scram Mode Apparel and Accessories Kit?

**Answer:** Yes, unless they are financing their Royal Enfield Scram 411 through FreedomRoad Financial, they can still take advantage of the Scram Mode Apparel and Accessories kit offer.

**Question:** Can I just take the GMA accessory and apparel out of my current inventory?

**Answer:** You can as long as the GMA and apparel are the same items as defined in the program. You will still be shipped replenishment inventory.

**Question:** When will the Scram Mode Apparel and Accessories Kit ship to my dealership?

**Answer:** After the customer makes their selection and completes the buyer's agreement, Please Fill out and submit this form: [Complete & Submit Form](#). After this form is received by Royal Enfield North America, a manual order will be placed and charged (\$205.23) to your RENA PG&A account.

Regarding Order Fulfillment:

**Question:** How will I know which customer the Scram Mode and Accessories Kit is for?

**Answer:** The invoice put in the box will show 'SCRAM-LAST SIX OF VIN'- This is to help identify the shipment for each of your customers. This will be extremely important when you have multiple Scram customers participating in the program.



### Frequently Asked Questions

**Question:** How long will it take for my dealership to receive the Scram Mode Apparel and Accessories Kit credit of \$205.23?

**Answer:** Once a dealer SWR registers the sold unit in the RENA DMS, the Scram GMA and Apparel invoice will be credited back within 10 business days.

**Question:** What is the retail value for the consumer of the Scram Mode Accessories and Apparel Kit?

**Answer:** Approximately \$340.

**Question:** Is the labor cost for installation of the accessories included in the Scram Mode Kit covered in the program?

**Answer:** No, the cost of installation of the Scram Mode accessories is the responsibility of the customer. Dealers are not required to install the accessories.

**Question:** What is the warranty period coverage for the Scram Mode Accessories and Apparel Kit?

**Answer:** Same as the motorcycle, 3 years from date of purchase on the accessories- unlimited mileage. All Riding Gear & Apparel have a 90-day warranty from the date of purchase

**Question:** Can the Scram Mode Accessories and Apparel Kit be shipped directly and separately to the customer?

**Answer:** No, the Scram Mode Accessories and Apparel Kit must be shipped to the selling dealership. Dealers are not required to install the accessories.

**Question:** If the customer chooses the Scram Mode Accessories and Apparel Kit, how do I know what size Streetwind V2 and Urban Hustler gloves to order?

**Answer:** We have provided a sizing chart in the program details that should help you find the correct size jacket and gloves for your customer. If you still have questions on sizing, please contact your Regional Manager for assistance.

**Question:** Can the customer select different apparel and/ or accessories than what is in the Scram Mode Kit?

**Answer:** No, to be eligible for the promotional credit the customer must take the apparel and accessories defined in the program. No substitutions are allowed.

**Question:** What do I do if the apparel that was ordered is the incorrect size?

**Answer:** Customers have within 30 days of taking delivery of their Scram 411 to notify the dealer of a sizing issue.