

Piaggio with its Electric Auto Ape' E-City aims at providing sustainable & Eco-friendly last mile connectivity in Tri-City

- **The Company which has recently launched its electric three wheeler Ape' E-City is getting a good response in Tri-City market**

Chandigarh, 10th February, 2020: Piaggio Vehicles Pvt Ltd (PVPL), a 100 % subsidiary of the Italian Piaggio Group and India's leading manufacturer of small commercial vehicles is getting a good response in Tri-city for its newly launched electric three wheeler Ape' E-City. It expects to have more than 100 vehicles on-road in Chandigarh by next month.

The new Ape' E-City offers a revolutionary driving experience with zero emission with nearly no noise and vibration making it a next generation last mile mobility solution for urban India. It comes with various class leading features making it a unique proposition with advanced Li-ion batteries, automatic gear box, superior power and torque, no gear and clutch, doors for safety, full digital cluster. Ape' E-City is the first 3-wheeler to have smart swappable batteries. The swappable battery concept is being brought in association with Sun mobility, a leader in electric mobility battery technology. Customers can also experience an app enabled eco-system to check battery charge, recharge, locate swap stations, and connect to the payment portal enhancing customer convenience.

PVPL has a strong dealership network in Tri-City with 3 main dealerships & 7 customer touch points.

While interacting with the media Mr. Malind Kapur, SVP – Marketing, Product Marketing & Channel Management, CV Business, PVPL said, “At Piaggio, we believe in providing path breaking solutions in the last mile transportation segment with best in class technology offerings to our customers. Piaggio Group has a rich heritage of developing Electric technology over the last 15 years which we have leveraged to develop these class leading products for India.”

Talking about Piaggio's business in Punjab and Tri-City, Mr. Kapur further said, *We are getting a good response for our recently launched Ape' E-City. Various Ape' E-City customers have already crossed 5000 KMs with some of them crossing more than 10000 Kms. of commercial use. To ensure customer convenience 3 quick interchange battery swapping stations have already been installed. Two more are expected to be operational by 15th Feb, 2020 & a few additional stations are expected to be added by March. This will ensure that our customers are able to swap their batteries and get fully charged batteries within 5 minutes. We also appreciate the drive by the Chandigarh administration to ensure all autos running within Chandigarh are legally registered with requisite police verification which will enhance overall safety besides improving the eco-friendliness of this beautiful city. The Ape' E-City is available in Chandigarh with Chandigarh registration numbers.*

Chandigarh administration is currently only registering new electric three wheeler passenger vehicles.

For vehicle finance Piaggio has partnered with various banks & NBFCs.

About Piaggio Vehicles Pvt. Ltd.

Piaggio Vehicles Pvt. Ltd. is a 100% owned subsidiary of the Piaggio Group. The Company commenced operations in India in 1999 with the launch of the three-wheeler brand Apé, which was



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an immediate success and has grown from strength to strength over the years. PVPL created the market, grew it, and has sustained a dominant position in the Diesel 3-wheeler segment. Piaggio is a leading player in the light transportation industry with a complete range of three and four wheelers in Diesel, Petrol, CNG, LPG fuel variants. The Company's products are not only endorsed by over 2.9 million satisfied customers across India but also exported to more than 40 countries worldwide.

Piaggio has a state-of-the-art manufacturing plant at Baramati in Maharashtra, [with an installed annual production capacity of over 300,000 three-wheelers and 80,000 four-wheelers]. It is also self-reliant in some of the engine categories with the completion of its advanced engines plant on the same campus. Piaggio has an over 3000-strong work force comprising experienced engineers, R&D specialists, plant workers, sales, service and marketing professionals.

For more information, please visit: <http://piaggio-cv.co.in/>

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