

Piaggio launches Ape' E- City in Vijayawada

- *On this occasion company also inaugurated India's first-of-its kind Ape' Electric Experience Centre Showroom in Vijayawada*
- **Ape' E-City powered by advanced Lithium Ion Smart- batteries is set to revolutionize last mile mobility in Vijayawada**
- **Ape' E-City is the first E-auto in India with swappable battery technology**

Vijayawada, 20th February, 2020: Piaggio Vehicles Pvt Ltd (PVPL), a 100 % subsidiary of the Italian Piaggio Group, European leader of the 2Wh sector and India's leading manufacturer of small commercial vehicles today launched their new electric vehicle , Ape' E-City for the Vijayawada market. On this occasion company also inaugurated India's first of its kind Ape' Electric Experience Centre showroom.

Present on the occasion was Mr. Saju Nair, EVP and Head of Commercial Vehicle Business, PVPL.

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 & a fully 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 etc.

Ape' E-City is equipped with a first in category digital instrument cluster with information like state of charge, drive modes, service alerts, economy mode etc provided for advance assistance to drivers. Ape' E-City customers will be given a super warranty of 36 month/ 1 lac kms. (Whichever is earlier) along with free scheduled maintenance for 3 years which is the best offering in this space.

Ape' E-City is easy to own and promises greater earnings. It aims to provide a noiseless, comfortable ride to its passengers with zero emission making it a vehicle for new & transforming India.

Ape' E-City comes at an introductory ex showroom price of Rs.1.96 Lacs (Ex-Vijayawada)

Commenting on the development, Mr. Diego Graffi, MD & CEO of Piaggio Vehicles Pvt. Ltd. said, "Ape', a brand with a trust of more than 29 lac happy customer is paving the way for the Indian electric revolution with the Ape' Elektrik range and Ape' E-City as the 1st offering. 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. We are developing both Swappable & Fixed Battery technology solutions to serve the varied needs of the customer. For Swappable technology, our partnership with Sun Mobility will enable



PRESS RELEASE

customers to experience a very innovative, smart and unique swappable smart battery eco-system in India.”

Mr. Saju Nair, Head of Commercial Vehicle Business, Piaggio India Pvt. Ltd. said, “We are pleased to be launching Ape’ E-City for the Vijayawada region. Vijayawada being one of the rapidly growing commercial hubs in Andhra Pradesh, it is a strategic market for Piaggio. Ape’ E-City offers the best value in the class in terms of capacity, pick-up, mileage & maintenance. Considering the Andhra Pradesh government’s focus on promoting sustainable mobility, Ape E-City is the right choice for Vijayawada where 3 wheelers are one of the primary mode of last mile transportation. Ape’ E-City offers the best value in the class in terms of capacity, pick-up, mileage & maintenance. Piaggio is at the forefront not only in terms of its product range but also in improving its consumer’s overall ownership experience. We are offering class-leading super warranty of 36 months & free maintenance for 3 years. I feel E-city will further boost the employment opportunities and will increase the earnability of driver. To ensure customer convenience, we have already installed 2 swappable charging stations in Vijayawada and are planning to install 3 more in the near future. With this launch we are confident of maintaining and strengthening our presence in Vijayawada.”

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 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 and Alternate fuel 3 wheeler segments. 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 50 countries worldwide.

Piaggio has a state-of-the-art manufacturing plant at Baramati in Maharashtra, [with an installed annual production capacity of over 380,000 commercial vehicles & 1, 50,000 two-wheelers. It is also self-reliant in some of the engine categories with the completion of its advanced engine 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.
