



PRESS RELEASE

Piaggio Commercial inaugurates new dealership in Kottayam

- **As part of its inaugural Onam special offer first 100 customers will get free vehicle insurance**
- **With this new dealership inauguration Piaggio aims to strengthen its presence in Kerala market**

Kottayam, 7th September, 2019: Piaggio Vehicles Pvt Ltd (PVPL), a 100 % subsidiary of the Italian Piaggio Group and India's leading manufacturer of small commercial vehicles has extended its dealership network in India with the inauguration of a new dealership facility in Kottayam in Kerala. The dealership was inaugurated by **Mr. Saju Nair, EVP & Head of the Commercial Vehicle Business, Piaggio India Pvt. Ltd**, along with **Mr. Kamal Mustafa, Dealer Principal- Venice Motors**. This new dealership will sell the entire range of Piaggio's commercial vehicles under its flagship brands Ape' & Porter in both passenger and cargo category. As a part of its inaugural Onam offer first 100 customers will get free vehicle insurance and this offer is valid till 30th September, 2019.

The new Kottayam dealership, 'Venice Motors' is located on MC Road which is Kottayam's central location.

Kerala is one of the largest passenger vehicle markets for Piaggio and currently company has more than 3 lac customer base in Kerala with 2.2 lakh passenger vehicles & 1 lac cargo vehicles sold till date. It has 20 Dealerships and total 75 touch-points in the state helping Piaggio cover the entire state with prompt service available to customers. This new dealership in Kottayam is a step towards strengthening company's presence in Kerala and help customers in the region to have better access to entire service & warranty package offered by Piaggio.

While announcing the launch of the dealership, Mr. Saju Nair, EVP & Head of the Commercial Vehicle Business, Piaggio India Pvt. Ltd. said, *"We are happy to inaugurate our new dealership in Kottayam today. Kottayam is a very strategic market for Piaggio with tremendous market potential. At Piaggio, our core philosophy is to provide path breaking solutions in the last mile transportation segment and we are committed to provide best in class offerings to our customers. Our range of commercial products offer best in class performance in terms of power, pick-up, mileage & maintenance. Along with the cargo range our new passenger offering Ape' City+ "New India's New Auto" will be a key offering in the market with larger space suited specifically for the needs of customers here. Not just products Piaggio is at the forefront in enhancing the overall ownership experience of its customers with class leading service offerings like super warranty of 42 months on Diesel range of products. With new dealerships at Kottayam we aim to strengthen our valuable association of 20 years with Kerala customers by offering best value for money products and services. With more than 3 lac strong customer base. We can well & truly say that **Kerala runs on Ape' "***

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 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 2.7 million satisfied customers across India but also exported to more than 40 countries worldwide.



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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 Further Details Please Contact-

MSL Shailesh Badve- 9975693799 shailesh.badve@mslgroup.com
