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### Piaggio launches Ape' Elektrik

**A range of E-Autos powered by advanced Lithium Ion Smart-batteries is set to revolutionize last mile mobility in India.**

- **The new Ape' Elektrik is Piaggio's range of electric vehicles across various product categories.**
- **Showcased was the Ape' E-City, the first E-auto in India with swappable battery technology and also the Ape' E-City FX with Fixed battery technology.**

**Delhi, 18<sup>th</sup> December, 2019:** 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 range, Ape' Elektrik, and marked its entry into the electric vehicle segment. Ape' Elektrik will have full range of electric vehicles across various categories with Ape' E-City being the first product launched under the Ape' Elektrik range.

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. Sun-Mobility will provide a Quick Interchange Station network which will enable Piaggio Customers to just Swap and Go in a few minutes. Customers can also experience an app enabled eco-system to check battery charge, recharge, locate swap stations etc.

Showcased also was the Ape' E-city FX prototype with a Fixed battery concept. This will make the Ape' Elektrik range giving options to customers to choose between swappable & fixed battery concepts in the future.

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. The company is also offering an introductory 3 year AMC package at a nominal cost of Rs.3000/-.

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 with an introductory ex showroom price of Rs. 197000/- (Ex-New Delhi).

**Speaking on the occasion, 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 1<sup>st</sup> 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 have developed both Swappable & Fixed Battery technology solutions to serve the**



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*varied needs of the customer. For Swappable technology, our partnership with Sun Mobility will enable customers to experience a very innovative, smart and unique swappable smart battery eco-system in India. We have faith that with the governments focus on EVs in the 3 wheeler category and Piaggio's own vision of developing innovative EV solutions, mass adoption of EVs is a near reality."*

### **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.

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