

## **Piaggio launches its new “Performance range” and becomes the first 3-wheeler manufacturer in India to upgrade its entire range to BSVI.**

- On this occasion, the company launched its “Power Max” Diesel range with an upgraded 599CC engine and the “Smart” AF range with hi-tech 3 Valve 230 CC engine.
- The company also launched the new upgraded Cargo range with higher power, increased load carrying capability and bigger driver cabin.

**Pune, 23<sup>rd</sup> January 2020:** Piaggio Vehicles Pvt Ltd (PVPL), a 100 % subsidiary of the Italian Piaggio Group and India’s leading manufacturer of small commercial vehicles today showcased its entire range of BSVI products. Positioned as “**The Performance range**”, both diesel and alternate fuel range was on display. The diesel range boasts of a completely new power pack with a 599CC engine pumping out 7kw power and 23.5 Nm torque. The engine along with a 5-speed gear box and new aluminium clutch considerably increasing the load carrying capability and enables faster trip times. The upgraded Cargo range comes with a larger cabin providing better head room and space for the driver thereby increasing his productivity. The passenger range comes with new safety doors for commuters. The alternate fuel range has been fitted with one of the most refined drive-train available in the industry with a 230CC 3-valve hi-tech engine. The customers can experience a super smooth, low-noise ride with improved driveability in urban settings.

With this showcase, Piaggio has one of the largest product range in the last mile mobility in India for both cargo and passenger carrying applications. The cargo range is available in deck lengths of 5, 5.5 and 6 feet and in Delivery van and High body options. The passenger range is available in small body, mid-body, wide body and extra-wide body configurations. The range is also fuel agnostic with products available in diesel, CNG, LPG and Petrol.

The company has also announced the prices of the BS VI products with the diesel range having an Ex-showroom price increase of Rs. 45,000 and the alternate fuel range Rs. 15,000 over equivalent BS IV products.

**Commenting on the development, PVPL MD & CEO Mr. Diego Graffi said,** “We are delighted to be the first 3-Wheeler Manufacturer in India to be completely BSVI ready with our entire range of products. We had started our preparations for BSVI norms well ahead of time and therefore today we are well placed for the transition from BSIV to BSVI.

**Speaking on the occasion, Mr. Saju Nair, EVP and Head of CV Business, PVPL said,** “The new BS VI “Performance Range” reinforces the company’s leadership in innovation and technology for



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providing superior solutions for last mile transportation. The “Power Max” diesel range will enable our customers to earn more through better load carrying capability and faster turnaround time and at the same time our 42 months warranty and improved maintenance intervals significantly reduces the cost for the customer. Similarly, the “Smart” AF range is a benchmark for superior pickup, NVH and urban driveability. Combined with assurance of low maintenance through 36 months warranty and the unique “Super Saver” free maintenance scheme, this is truly a smart choice for our customers.

**Also, speaking on the occasion, Mr. Malind Kapur, SVP – Marketing, Product Marketing & Channel Management, CV Business, PVPL said** *“The early adoption of BSVI range will help us maintain channel stocks much better & ensure they have a smooth transition before the 01st April 2020 Deadline. In Diesel Cargo segment we have always been market leaders and I am sure that our newly launched Power-max 599 cc BSVI cargo vehicle will further strengthen our position.”*

### **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.

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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