

Piaggio launches the new Ape' City+ for Tirupati market

- **New Ape' City+ is equipped with trusted 436 cc Engine in the Diesel category with unmatched mileage**
- **Ape' City+ is Piaggio's official entry into the Tirupati Market**

Tirupati, 26th August, 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 announced the launch of its new Ape' City+ for Tirupati market. This launch was taken place at Piaggio's dealership R K Enterprises where Mr. Syed Mustafa (Deputy Superintendent of Police - Traffic) was present as a Chief Guest alongwith Mr. Raghava Rao, Zonal Sales head, Piaggio vehicles pvt ltd. Ape' City + is Piaggio's new entry into the small-body segment of 3 wheelers. This vehicle is permitted to enter inside the Tirupati town. This product is an all new ground up platform jointly developed by Piaggio's product development teams from Italy and India. In Tirupati the Ape' City+ will be available in 2 fuel variants- LPG and Diesel.

The new Ape' City+ combines international style with enhanced features for better performance. It caters to the urban and suburban needs by providing features that sets it apart from any other offering in the 3Wh small-body segment. The Ape' City+ includes various new improved features like best in class Mileage, Highest Power & torque In its class, increased headroom, best-in-class legroom, extra luggage space, higher ground clearance, stepless entry making it ideally suitable for multi-modal passenger transport in the evolving urban space. Ape' City+ will be available in three distinctive colours basis the market requirements. Ape' City+ customers will be given warranty of 36 month/ 1 lac kms. (Whichever is earlier) for the LPG variants along with the Super saver scheme which makes it the most attractive value creator in its space. Under the Super saver scheme customers get the benefit of 5 scheduled services free of cost with no charges for general maintenance, parts, and labour in the 1st year. The Ape' City+ Diesel variant comes with a 42 months/ 1.2 lac kms super warranty (whichever is earlier).

While commenting on the announcement, Mr. Saju Nair, EVP & Head of the Commercial Vehicle Business, Piaggio India Pvt. Ltd. said, *"We are committed to provide path breaking solutions in the last mile transportation segment and best in class offerings to our customers across the country. Ape' City+ is a versatile commercial people carrier which can cater to both in-city and outskirt applications. Keeping this demand in mind we have launched this product for the Tirupati market. This product is best fitted for Tirupati roads. With this launch we are confident of maintaining and strengthening our presence in Tirupati."*

Mr. Malind Kapur, Senior Vice President, Marketing and Channel Development, Piaggio Vehicles said, *"We are happy to lunch Ape' City+ for Tirupati market. The new Ape' City+ will help bridge the gap in the last mile connectivity. With its 3-valve technology engine, our customers are assured to have greater earnability with low maintenance cost. Its features make Ape' City+ a preferred choice in 3 wheelers and with this we aim to increase our reach in Tirupati market. Piaggio products are always value for money and help customers become self-employed along with becoming inclusive members in India's growth story."*



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.

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