

Piaggio, leaders in 3 wheeler Cargo category, launches first of its kind BSVI Petrol Cargo – Ape' Xtra HT

- **The Ape' Xtra HT comes with a 300 cc petrol engine for smooth and powerful performance**
- **This product will be available for Jammu and Kashmir market at Piaggio dealerships**

Jammu, 28th January, 2021: Piaggio Vehicles Pvt Ltd (PVPL), a 100 % subsidiary of the Italian Piaggio Group and India's leading manufacturer of small commercial vehicles today launched its first of its kind BSVI petrol cargo, the Ape' Xtra HT. It comes with a new 300 cc water-cooled petrol engine with a 5+1 gearbox that offers the best in class mileage, excellent loadability and best in class gradeability. . The new aluminium clutch offers a comfortable driving experience and a long life of 30,000 KM.

The new BSVI petrol Ape' Xtra HT provides ground-breaking driving experience with almost no noise and vibration, making it the next generation of urban Indian mobility solutions. It comes with a range of class-leading features, making it a remarkable proposition with an advanced information system with warning lights, a spacious cabin with an increased headroom for easy driving.

Ape' Xtra HT is easy to own and offers more profits. It is intended to provide better driving comfort with a noiseless and relaxing journey. Ape' Xtra HT range is available with 5, 5.5 and 6ft deck length. While booking this product consumers can get a super warranty of 5 years/1.5 lac km (whichever is early) along with 6 free maintenance services in the first year that is the best deal in this industry.

Ape' Xtra HT comes at an introductory ex-showroom price of Rs. XYZ Lacs (Ex-Jammu Showroom).

This product is very attractively priced and there is a substantial price difference of approximately 45000 rupees as compared to its diesel counterpart.

Mr. Saju Nair, EVP and Head of Commercial Vehicle Business, Piaggio India Pvt Ltd. said, *"We are pleased to be launching first of its kind Ape' Xtra HT BS6 petrol cargo. 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. With the powerful 300 cc advanced F1 smart petrol engine our customers can enjoy a smooth and powerful driving experience with low maintenance cost. Ape' Xtra HT promises to provide a fatigue-free driving due to the low NVH. We feel that the 5ft variant will especially be suitable for captive customers & will be very useful for the local transportation of goods in Jammu and Kashmir. Jammu and Kashmir is primarily a petrol market and with the new Ape' Xtra HT we are confident of further strengthening our position in this region".*

Mr. Malind Kapur, Senior Vice President, Marketing and Channel Development, Piaggio Vehicles said, *"We are very happy to launch Ape' Xtra HT, our first of its kind BSVI petrol cargo vehicle. I feel this product is at par with diesel product which can provide better driveability and pickup. Maintenance cost will also be lower with this product as compared to diesel even though the petrol fuel cost is 10-12% more than the diesel. This will increase the earnability and profitability for the*



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driver owners and can boost the self-employment opportunities for the people of Jammu and Kashmir and will further strengthen our position as a leader in the 3 wheeler cargo category.”

Ape' Xtra HT will be available across company dealerships in Jammu and Kashmir. Bookings and enquiries related to test drives of Ape' Xtra HT can be made at PVPL's Jammu and Kashmir dealerships located at xyz locations.

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 approximately 3 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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