



PRESS RELEASE

Piaggio Vehicles inaugurates Karnataka's first-of-its-kind Electric Vehicle (EV) Experience Center in Bengaluru

Bengaluru, 9th March, 2021: Piaggio Vehicles Pvt Ltd (PVPL), a 100 % subsidiary of the Italian Piaggio Group, European leader of the 2Wheeler sector and India's leading manufacturer of small commercial vehicles inaugurated Karnataka's first EV Experience center, Kumaars Motors in Bengaluru.

The Experience Center was inaugurated by Mr Laxman Savadi, Honorable Deputy Chief Minister of Karnataka & Transport Minister and Mr N Shiva Kumar, Transport Commissioner. Present on the occasion were Mr. Amit Singh, Regional Manager, Piaggio Vehicles Karnataka and other delegates present on the occasion were Bangalore dealers and drivers association, Private finance association, NBFC and bankers. This is the company's first of its kind EV experience center in Karnataka.

The experience center will allow customers to access Piaggio's entire range of electric vehicles. Piaggio had recently launched their FX range (fixed battery) of electric vehicles in both the cargo and passenger segments. These new products will be available at Bengaluru.

Mr. Saju Nair, EVP and Head of Commercial Vehicle Business, Piaggio India Pvt Ltd. said, *"We are pleased to open our first EV Experience Center in Karnataka at Bengaluru. At Piaggio, our fundamental philosophy is to provide ground-breaking technologies for the last mile transport market and we are committed to providing our customers with the best in class offerings. Bengaluru being an IT hub of India, intra-city transport is one of the most significant sources of revenue for many locals, and our new range of electric vehicles will surely help to improve profitability due to its low cost of service and superior range. The Ape' Electric FX range will appeal to the needs of our consumers, protect the environment, be an attractive mode of transport for intra-city transport and genuinely revolutionize the industry with the idea of 'Ape goes Electric, India goes Electric.'"*

Mr. Malind Kapur, Senior Vice President, Marketing, Product Marketing, Channel & Business Development, Piaggio Vehicles said, *"Our mission is to strive to deliver the best in class offerings to our customers, who are not only the best in technology, but also the most suited to higher earnings. I feel that our selection of electric vehicles can create self-employment. We have also launched the first of its kind Piaggio 3 Year Super Warranty & 3 Year Free Servicing Program to make the Ape' Electric FX giving our customers full peace of mind. With this Experience center, we plan to expand our presence in Karnataka, beginning with Bengaluru, and are committed to promoting environmentally sustainable mobility solutions."*

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.



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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 more information, please visit: [Http://piaggio-cv.co.in/](http://piaggio-cv.co.in/)

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