

## Piaggio launches the Ape' Elektrik FX range of electric vehicles in the Cargo and Passenger segment

- A range of fixed battery Electric 3 wheelers powered by advanced Lithium-Ion Smart-batteries is set to revolutionize the last-mile mobility in India
- **The new Ape' E-Xtra FX**, the most powerful 3 wheeler cargo with 9.5 Kw power, excellent loadability with an industry best 6 feet long deck with the electric powertrain.
- **The new Ape' E-City FX**, the most profitable 3 wheeler with superior range & greater ride comfort.

**Pune, 23<sup>rd</sup> February, 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 today launched their FX range (fixed battery) of electric vehicles in both the cargo and passenger segments.

The new Ape' E-Xtra FX is the most powerful electric cargo in the segment with 9.5 Kw power output. It comes with a proven full metal body architecture fitted with a useful 6 ft cargo deck length. It is also customizable for applications like the delivery van, garbage collector etc.

The passenger vehicle, Ape' E-City FX is the most profitable 3 wheeler. Its superior features and comfortable ride ensures higher number of trips and best in class earnings.

Both the products come equipped with top of the range features like blue vision headlamps, automatic transmission, hill hold assist, regenerative braking, dual tone seats, striking body colours and graphics, multi- information instrument cluster, boost mode etc. The FX fixed battery range offers convenient home and office charging features.

**Speaking on the occasion, Mr. Diego Graffi, Chairman & MD Piaggio Vehicles Pvt. Ltd. said, "Ape', a brand with a trust of more than 30 lac happy customers is paving the way for the Indian electric revolution with the FX range of electric vehicles. The Piaggio Group has a rich heritage of developing electric technology over the last four decades which we have leveraged to develop these class leading products for India. Post the launch of Ape' E-City with Swappable technology in 2019, we are now introducing the Fixed Battery technology solutions to serve the varied needs of customers. This new FX range is a step in realizing Piaggio's vision which aligns with the government's initiatives for mass adaption of EVs in India."**

**Mr. Saju Nair, EVP and Head of Commercial Vehicle Business, Piaggio India Pvt Ltd. said, "We are launching the FX range after a detailed study covering the industry trends, customer aspirations and segment requirements. The FX range will cater to the needs of our customers, protect the environment and truly revolutionize the industry with the concept of "Ape goes Electric, India goes Electric".**

*The Ape E-Xtra FX is the most powerful and versatile cargo vehicle available in India today. It will cater well to a multitude of segments like e-commerce, gas cylinders, mineral water bottles, FMCG, Vegetables, Garbage collection and a host of others. With a running cost of less than 50 paise, it is the most economical mode of last mile goods movement.*

*The Ape E- City passenger carrier is the epitome of comfort for last mile people transportation with extremely low NVH levels. It will revolutionize transportation in all major cities with its extremely low cost of operations.*

*We are offering unique service solutions to ensure confidence and peace of mind for our customers. The vehicles are covered with a 3 year/1 lakh kilometer "Super warranty". In addition to this we are*



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*offering a 3 Year Free Maintenance package as an introductory offer to all our customers. The Piaggio I-Connect telematics solution offers real time vehicle data tracking for our customers and for PVPL service initiatives.”*

**Mr. Malind Kapur, Senior Vice President, Marketing, Product Marketing, Channel & Business Development, Piaggio Vehicles said,** *“The Piaggio Ape’ Elektrik FX range launch is a part of our strategic initiative to provide customers with unique solutions & a wider range to choose from based on specific applications.*

*We are offering the Ape’ E-Xtra with a 6 feet cargo deck and a Delivery van option for customized applications. The zero emission, low NVH, superior drive & ride comfort makes it the logical choice for last mile transport of modern Indian cities & towns grappling with rising levels of vehicular pollution. With the launch of Ape’ Elektrik FX range we have truly positioned ourselves a fuel agnostic player in India offering vehicles in Diesel, CNG, LPG, Petrol & Electric. We are committed to offer a differentiated buying experience by launching new Ape’ Elektrik Experience centres across India.”*

### **Fame II subsidy, Price & Booking:**

Ape’ Elektrik FX range is eligible for the FAME II subsidy and various other benefits related to the registration process. Ape’ E-Xtra FX comes with an introductory ex-showroom price of Rs. 3,12,137\* and Ape’ E-City FX comes with an introductory ex-showroom price of Rs. 2,83,878\* post fame II subsidy benefit.

Ape’ Elektrik FX vehicles can be booked online on [www.buyape.in](http://www.buyape.in) or by calling the toll-free no. 1800-120-7520 . Bulk orders request can be placed on [ape.Electric@piaggio.co.in](mailto:ape.Electric@piaggio.co.in).

For dealership enquiries call +91-9823790876 or mail to [cbd@piaggio.co.in](mailto:cbd@piaggio.co.in).

\*Note: These prices are for Rest of India excluding Kerala.