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### **Piaggio Vehicles inaugurates north India's first-of-its-kind exclusive Electric Vehicle (EV) experience centre in Chandigarh**

**Chandigarh, 20<sup>th</sup> April, 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 North India's first EV experience centre in Chandigarh, Platinum Vehicle LLP. The dealership was inaugurated by Mr. Uma Shankar Gupta, Director Transport, and Chandigarh. Also present on the occasion were Mr. Jaideep Singh Saini, Secretary Transport, Chandigarh. This is the company's first of its kind EV experience centre in northern India.

These experience centre 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 **cargo and passenger segments**. These new products will be available at the new Chandigarh outlet.

**Speaking on the occasion, Mr. Uma Shanker Gupta, Director Transport-Chandigarh,** *"It gives me immense pleasure to be here today to inaugurate Chandigarh's first of its kind EV Experience centre of Piaggio vehicles Pvt. Ltd. Chandigarh administration has given tax exemption on EV vehicles for next three year to support the customers. Chandigarh administration has dedicated itself to supporting the environment of electric mobility and we are working on numerous policy measures to make the transition to EVs quicker and easier."*

**Mr. Saju Nair, EVP and Head of Commercial Vehicle Business, Piaggio India Pvt Ltd. said,** *"We are happy to open our first EV exclusive showroom in north and there is no better city than Chandigarh to start with. 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. Chandigarh is a market of great importance for Piaggio. As capital and a tourism destination, inter-city transport businesses are a valuable source of income for many local people, and because of their low cost of service & superior range, our current range of electric vehicles would undoubtedly boost earnings. 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."*

**Mr. Malind Kapur, Senior Vice President, Marketing, Product Marketing, Channel & Business Development, Piaggio Vehicles said,** *"We enjoy a good customer base for our products in north India and want to focus on enhancing our presence in Chandigarh. Owing to the laws on CNG/PETROL/DSL autos in Chandigarh registering electric autos is easier and helps the administration to keep a check on the pollution levels in the city. I feel our Elektrik FX range will help them increase their earnability owing to its lowest cost of operation. The zero emission, low NVH, superior drive & ride comfort makes it the logical choice for last mile transport, both goods & passenger, of modern Indian cities. With this EV exclusive dealership, we aim to enhance our presence in Chandigarh and are committed to promote a sustainable mobility solution."*

#### **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



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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/](http://piaggio-cv.co.in/)