



PRESS RELEASE

Piaggio Vehicles inaugurates Kerala's fourth-of-its-kind exclusive Electric Vehicle (EV) dealership/showroom in Cochin

Cochin, 14th July, 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 Kerala's fourth EV experience centre, Ecomarq in Cochin. The dealership was inaugurated by Mr. M. Anil Kumar, Honorable Mayor, & Mr. PM. Shebeer, RTO Kochi. Also present on the occasion were Mr. Divakar Reddy, GM & Zonal head – South, Piaggio Vehicles and Mr. Shilby Joseph, Dealer EV Business Head.

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 Cochin outlet.

Speaking on the occasion, Mr. Anil Kumar, Honorable Mayor of Cochin. said, *"It gives me immense pleasure to be here today to inaugurate Cochin's first of its kind EV Experience centre of Piaggio vehicles pvt. Ltd. With the scarappage policy coming into effect it is important for providing customers with electric vehicle options for them to make the shift."*

Mr. Saju Nair, EVP and Head of Commercial Vehicle Business, Piaggio India Pvt Ltd. said, *"We are happy to open our fourth EV exclusive showroom in Cochin. 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. Cochin being a major business hub, inter-city transportation business is one of the important sources of income for a lot of locals and our new range of electric vehicles will definitely help in increase the earnability due to its low cost of operation & superior range. 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. 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 kilometre "Super warranty". In addition to this we are 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."*

Commenting on this, Mr. Francis K Paul, Dealer Principal, Kuttukaran Group said, *"We are excited to partner with Piaggio, a two decade old trusted brand in the small commercial vehicle space. At the new Ape' Elektrik Experience centre, ECOMARQ Cochin, we will be offering Piaggio's Ape' Elektrik range of products both in cargo and passenger segment. With this association we are looking forward to a meaningful and lasting partnership with Piaggio and expanding to other markets in Kerala as well."*

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.

Ape' Elektrik FX range of vehicles can be booked online on 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.



PRESS RELEASE

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.

About Kuttukaran Group:

Kuttukaran is the parent company of leading automobile dealerships for global brands across Kerala and beyond. Our experience of over 75 years uniquely positions us to expand our footprint across the country. Building on the foundation of our automobile business, we have diversified in different directions. We believe that we are defined not only by where we want to go, but what kind of a traveller we want to be.

Kuttukaran Green Pvt. Ltd is the latest edition to the most prestigious automobile group who are pioneers in the Automobile spares and dealerships business having associated with several OEMs. The group originated in 1939 and is run by professionals who are committed to customer's satisfaction and excellence.

Commitment of the group to the people of Kerala has been consistently acknowledge by the customers and our principals by constantly giving opportunity for expansion of business in Kerala. Now through the Kuttukaran Green Pvt. Ltd. the group expands even further by proudly associating and presenting to the customers the ECOMARQ, the 3 wheeler goods and passenger electric vehicles from the house of Piaggio under Ape brand.

For more information, please visit: <http://piaggio-cv.co.in/>

For media queries please contact:

MSL

Shreeya Naithani 9986343612 shreeya.naithani@mslgroup.com
