



PRESS RELEASE

Piaggio Vehicles inaugurates new electric three-wheeler experience centre in Bangalore

Bangalore, 14 October, 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 its EV experience centre, Mobility Motors in Bangalore. The dealership was inaugurated by Mr. B Sriramlu, Honorable Minister of Transport Department and Tribal Welfare, Karnataka.

The experience centre will give customers a platform to access Piaggio's newly launched FX range (fixed battery) of electric vehicles in both cargo and passenger segment. The Bangalore centre will also serve the entire range of electric vehicles.

Speaking on the occasion, Mr. B Sriramlu, Honorable Minister of Transport Department and Tribal Welfare, Karnataka **said,** *"It is a delightful moment for me to be here today to inaugurate Piaggio's new Bangalore EV experience centre. With the centre's PLI scheme to boost electric vehicles segment, Karnataka is also fully committed to switch towards green mobility and we thank Piaggio for taking a step ahead in fulfilling this mission. The Karnataka government has also planned to come up with a high-tech 'Karnataka Electric Mobility Research and Innovation Centre' for supporting e-mobility in the state. The EV support infrastructure has been growing and we have targeted to setup 500 charging stations in Karnataka. The state has registered 25,725 EV beneficiaries under government's FAME II scheme making it one of the leading states in India to avail the same, hence, enhancing EV production market. I am sure the initiatives taken by the state and central government will empower EV producers towards making green mobility a reality."*

Mr. Saju Nair, EVP and Head of Commercial Vehicle Business, Piaggio India Pvt Ltd. said, *"After a great response from Karnataka market, it brings pride for Piaggio to open another EV showroom in Bangalore. State of Karnataka has been very welcoming for electric vehicles by offering beneficial schemes like 15% capital subsidy for investors, full exemption on road tax and registration fees of EVs and many more. The growing demand of intra-city movement in a metro city like Bangalore can be best fulfilled through sustainable mode of transport like electric 3 wheelers. 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. Our new range of electric vehicles will help in increasing the earn-ability 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 looking forward to expanding our EV footprint across geographies."*

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 ensure 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.

About Piaggio Vehicles Pvt. Ltd.



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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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