



PRESS RELEASE

Piaggio Launches 'Mileage Ka Raja' Campaign for Ape' Xtra range of products

Pune, 11 March, 2019: Piaggio Vehicles Pvt Ltd (PVPL), a 100 % subsidiary of the Italian Piaggio Group and India's leading manufacturer of small commercial vehicles has launched 'Mileage Ka Raja' campaign for its Ape' Xtra range of products i.e. *Ape' Xtra LDX, Ape' Xtra LDX+ and Ape' Xtra DX. Piaggio has the widest range of 3Wh cargo products under the brand Ape' Xtra with a combination of 3 fuel variants – Diesel, CNG & LPG and 3 deck lengths – 6 ft, 5.5 ft & 5 ft to suit various types of loading requirements.*

With the launch of 'Mileage Ka Raja' campaign, Piaggio has announced a range of new services for its Ape' Xtra range of products. These include Rs. 15,000 Exchange bonus/Insurance free, 95% funding from key financiers and industry's first of its kind Super Warranty program. Under the industry first Super Warranty program customers buying Ape' Xtra diesel products will get a warranty for 42 months. With the extra mileage over competition Ape' Xtra offers savings upto Rs. 30,000 due to higher mileage.

Piaggio's Ape' Xtra range of products offer best in class performance in terms of power, pick-up, mileage & maintenance. These products are widely used for intra-city goods transport. Mileage Ka Raja' campaign is the strategic initiative from Piaggio to strengthen its relationship with customers and reinforce its commitment of providing path-breaking solutions in the last mile transportation segments.

The campaign would see a host of activities including on customer meets, free service check-up camps for customers.

While announcing the launch of a campaign, Mr. Malind Kapur, Sr. VP of Marketing Piaggio Vehicles Pvt. Ltd. said, "It is our endeavour to continue providing best in class offerings to our customers. In current challenging economic circumstances where diesel prices are volatile, our customer-centric campaign will help them save up to Rs 30,000 as compared to other 3-wheeler cargos. It will lower the operating cost for our Ape' Xtra customers and increase their earnability. 'Mileage Ka Raja' campaign will further consolidate and strengthen Piaggio's presence in the small commercial vehicle industry. The wide range of 3-Wheeler Cargo includes the 6ft CNG & LPG variants of Ape' Xtra LDX which are industry first offerings with better payload carrying capacity, with excellent mileage and therefore unmatched earning ability."

Mileage Ka Raja event witnessed a total turnout of more than 50000 customers, financiers and associates across 400 dealer locations pan India. The event was a huge successes with more than 700 plus new vehicle deliveries on the opening day.

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



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Company's products are not only endorsed by over 2.5 million satisfied customers across India but also exported to more than 50 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.

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