

Automobile

## Piaggio Launches its Electric Auto, the Ape' E- City for Thiruvananthapuram Market

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### **THIRUVANANTHAPURAM:**

Piaggio Vehicles Pvt Ltd (PVPL), a 100 % subsidiary of the Italian Piaggio Group, European leader of the 2Wh sector and India's leading manufacturer of small commercial vehicles today launched their new electric vehicle , Ape' E-City for Thiruvananthapuram market .

Present on the occasion were Narayanan M R, Regional Manager – Kerala, PVPL & Swami Jerin Das, Dealer Principal, Oniro Motors. The new Ape' E-City offers a revolutionary driving experience with zero emission, with nearly no noise and vibration making it a next generation last mile mobility solution for the urban India. It comes with various class leading features making it a unique proposition with advanced Li-ion batteries, automatic gear box, superior power and torque, no gear and clutch, doors for safety, full digital cluster.

Ape' E-City is the first 3-wheeler to have smart swappable batteries. The swappable battery concept is being brought in association with Sun mobility, a leader in electric mobility battery technology. Customers can also experience an

app enabled eco-system to check battery state of charge, locate swap stations, recharge batteries instantly with no waiting time, etc.

Ape' E-City is equipped with a first in category digital instrument cluster with information like state of charge, drive modes, service alerts, economy mode etc provided for advance assistance to drivers. Ape' E-City customers will be given a super warranty of 36 month/ 1 lac kms. (Whichever is earlier) along with free scheduled maintenance for 3 years which is the best offering in this space. Ape' E-City is easy to own and promises more earnings per ride. Ape' E-City comes with an introductory ex-showroom price of Rs. 198926/- (Ex-Thiruvananthapuram Showroom).

Diego Graffi, Chairman & Managing Director, Piaggio Vehicles Pvt. Ltd. said, "Ape', a brand with a trust of more than 29 lac happy customer is paving the way for the Indian electric revolution with the Ape' Elektrik range and Ape' E-City as its 1 st offering. At Piaggio, we believe in providing path breaking solutions in the last mile transportation segment with best in class technology offerings to our customers. Piaggio Group has a rich heritage of developing Electric technology over the last 15 years which we have leveraged to develop these class leading products for India. We have developed both Swappable & Fixed Battery technology solutions to serve the varied needs of the customer. For Swappable technology, our partnership with Sun Mobility will enable customers to experience a very innovative, smart and unique swappable smart battery eco-system in India."

Saju Nair, EVP and Head of Commercial Vehicle Business, Piaggio India Pvt. Ltd. said, "We have confidence that Kerala government's EV policy will pave the way for mass adaption of EVs in the last mile connectivity segment.

Ape' E-City swappable offers best in class power, pick-up, mileage & low maintenance to customers with instant charging facility. Piaggio

is at the forefront not only in terms of its product range but also in improving its consumer's overall ownership experience with class-leading service offerings. With Ape' E-City, we aim to further strengthen our valuable association of 20 years with customers of Kerala.”

Malind Kapur, Senior Vice President, Marketing and Channel Development, Piaggio Vehicles said, “We are very happy to launch Ape' E-City for Thiruvananthapuram market. We feel that there is a growing demand for electric autos which can give better experience to commuters and tourists and increase the earnability of auto drivers. I feel E-City will further boost the employment opportunities for the people of Thiruvananthapuram. With this launch we are confident of maintaining and strengthening our brand presence not only in Thiruvananthapuram but in entire Kerala.”

Bookings and enquiries related to test drives of Ape' E-City can be made at PVPL's Thiruvananthapuram dealership- Oniro Motors located at Plamood ,PMG Road.