

Piaggio launches electric auto Ape E-City for Thiruvananthapuram and Kozhikode market

EV (/CATEGORY/EV)

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Piaggio Vehicles (PVPL), the subsidiary of the Italian Piaggio Group, a leading European player in the two-wheeler segment and leading manufacturer of small commercial vehicles has launched its new electric three-wheeler the Ape' E-City for Thiruvananthapuram and Kozhikode market in Kerala.

The OEM says the new Ape' E-City comes with various class-leading features with advanced lithium-ion batteries, automatic gearbox, superior power and torque, no gear and clutch, doors for safety, full digital cluster. The electric three-wheeler also offers the convenience of swappable batteries, in association with Chetan Maini-backed Sun mobility. The e3W also is equipped with an app-enabled eco-system to check the battery state of charge, locate swap stations and recharge batteries instantly with no waiting time among others.

The Ape' E-City also gets a digital instrument cluster that provides users with information like state of charge, drive modes, service alerts, economy mode. Piaggio is offering a warranty of 36 month/100,000kms (whichever is earlier) along with free scheduled maintenance for 3 years. The Ape' E-City is available at an introductory price of Rs 198,926 (ex-showroom Kerala).

Diego Graffi, chairman and MD, Piaggio Vehicles said, “Ape, a brand with a trust of nearly 30 lakh happy customer is paving the way for the Indian electric revolution with the Ape’ Elektrik range and Ape’ E-City as its 1st offering. At Piaggio, we believe in providing practical, reliable and safe solutions in the last-mile transportation segment with best-in-class technology offerings to our customers. The 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 and 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. We are confident that our efficient Electric Auto, the Ape’ E-City will definitely become a preferred choice for customers in the Thiruvananthapuram and Kozhikode market.”

Saju Nair, EVP and head of Commercial Vehicle Business, Piaggio India said, “We have confidence that Kerala government’s EV policy will pave the way for mass adoption of EVs in the last-mile connectivity segment. Ape being the leader in the 3-wheeler cargo segment for more than a decade and now having the largest range of three-wheeler vehicles has strong connections with customers in Kerala. Our strategy is to be fuel agnostic and to give the best solutions to our customers ensuring all regulations of the state and local government are followed. The Ape’ Elektrik range is the next evolution in three-wheeler technology.”

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

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