



Ampere Vehicles launches new Reo Elite electric scooter starting at INR 45,099/- (Ex showroom Bengaluru)

- *Trendy Design, supports LED digital dashboard and USB charging point*
- *Available in 4 Glossy colors - Red, White, Blue and Black*
- *Booking starts today on [Ampere Vehicles](#) website at Rs 1,999/- with free helmet as safety gear*

Bengaluru, 23 December, 2019: Ampere Vehicles Pvt. Ltd., wholly owned electric mobility subsidiary of Greaves Cotton Ltd., announces the launch of Reo Elite, a trendy electric scooter with euro design starting at INR 45,099/- (ex-Bengaluru showroom). Customers can book their Reo Elite starting today for just Rs 1,999/- on Ampere's [website](#) and through dealerships in Bengaluru. All booking customers will receive original helmets for free as part of the safety promotion drive by Ampere. Booking amount will be discounted from the final invoice.

The stylish Reo Elite scooter is light weight, sleek in shape and carefully crafted, keeping the urban millennials in mind. The techno-dashboard with clear bright digital display enables users to make a bold statement. This electric scooter from Ampere, is an economical choice since it allows more savings per kilometer while adhering to zero emission standards. With an optimum city driving range and easy charging facility, the 48V-20Ah battery ensures a smooth driving experience, enough for a commuter for a day drive in the city.

Talking about the launch, **Nagesh Basavanhalli, MD & CEO, Greaves Cotton Limited** said, *"Through Ampere we are focused on building a portfolio of world-class, made-in-India and clean mobility solutions. With extensive Greaves Retail network and exclusive Ampere showrooms, we are well on-course to making our electric vehicles available across the nation and bring about a transformation in how people experience next generation mobility solutions in the last mile connectivity segment. With successes in electric two wheeler segment, Greaves has metamorphosed into complete auto ecosystem player with comprehensive offering of products, services and aftermarket support that straddle both ICE and EV segments."*

Commenting on the launch, **P Sanjeev, COO, Ampere Vehicles** said, *"We are constantly transforming our products with technological innovations and improving customer experience with easy access and strong aftermarket support. Reo Elite electric scooter stands for comfort, class, style; and will be a smart solution to affordable commute for millions of Indians. We are committed to designing and developing further range of trendy electric scooters that will be the first choice of mobility for urban and rural commuters."*

The new Reo Elite offers multiple advanced features like LED digital dashboard, dual shock absorbers, USB charging point, superior comfort & stylish headlights.

Today, Ampere is a proud family of over 50,000 happy customers. Reo Elite is designed and built for everyday urban commute with ideal specifications.

Specifications:

Model Name	Elite (Lead Acid Version)
Loading Capacity	Recommended :75 kg Maximum 130 kg
Motor Power	250 Watts
Charger	48V, 2.7A
Range	55 ±5 Km (In City Driving Conditions at one Charge- Kerb Plus Driver) 60 ±5 Km (In Highway Driving Conditions at one Charge- Kerb Plus Driver)
Brake	Mechanical Drum -110mm
Fork	Front-Telescopic Rear-Coil Spring
Ground Clearance	130 mm
Kerb Weight	86 kg
Wheel Base	1270 mm
Dimensions (LXWXH) mm	1670*640*1110
Colors Available	Glossy Black, Glossy White, Glossy Red, Glossy Blue

- ENDS -

About Ampere:

Ampere has a decade of experience in building and manufacturing electric vehicles. With strong base of 50000+ customers & growing backed by comprehensive EV ecosystem support, Ampere vehicles is pushing boundaries to create affordable & sustainable solutions for clean last mile in India. In the e2W segment, Ampere is one of the first companies in India to indigenously manufacture key components of an Electric Vehicle. Greaves Cotton augmented its clean technology portfolio with entry in the last mile affordable 2W personal Mobility segment with Ampere Electric Vehicles. More information at <https://amperevehicles.com/>

About Greaves Cotton:

Greaves Cotton Limited is a diversified engineering company and a leading manufacturer of Cleantech Powertrain Solutions (CNG, Petrol and Diesel Engines), Generator sets, Farm equipment, E-Mobility, Aftermarket spares and services. Greaves Cotton is a multi-product and multi-location company with a rich legacy and brand trust of over 160 years and has established itself as a key player impacting a billion lives every day. The company has seven manufacturing units and continues to support

the progress of the nation under Make-In-India program. The company today manufactures world-class products and solutions under various business units - Greaves Engines, Greaves Power, Greaves Agri, Greaves Aftermarket, Greaves Care, Greaves Global and is backed by comprehensive support from 350 Greaves big retail Centers & 5000+ smaller spare parts retail outlets across the country.

In the mobility segment, the company manufactures 4 lakh plus engines annually, almost 1 engine per minute and provides the most affordable mobility solutions to the majority of the population in India, moving more than 1 crore passengers and 5 lakh tonnes of cargo every day. In all, the company has crossed 5 million engines, 3 million pump sets and 1 million gensets. Greaves Cotton augmented its clean technology portfolio with an entry in the last mile affordable 2W personal Mobility segment with Ampere Electric Vehicles. More information about Greaves Cotton - www.greavescotton.com

For further information, please contact:

Ashok Jaiswar

General Manager - Marketing & Corporate Communication, Greaves Cotton Limited

E-mail: ashok.jaiswar@greavescotton.com

Tel: 022 - 62211700

Farooque Shaikh

The PRactice

E-mail: farooque@the-practice.net

Mobile: +91-959477764

Note:

*"This press release may include **statements** of future expectations and other forward-looking statements based on management's current expectations and beliefs concerning future developments and their potential effects upon Greaves Cotton Ltd and its subsidiaries/ associates ("Greaves"). These forward-looking statements involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Important factors that could cause actual results to differ materially from our expectations include, amongst others: general economic and business conditions in India and overseas, our ability to successfully implement our strategy, our research and development efforts, our growth and expansion plans and technological changes, changes in the value of the Rupee and other currency changes, changes in the Indian and international interest rates, change in laws and regulations that apply to the related industries, increasing competition in and the conditions of the related industries, changes in political conditions in India and changes in the foreign exchange control regulations in India. Neither Greaves, nor our Directors, or any of our subsidiaries/associates assume any obligation to update any particular forward-looking statement contained in this release."*