

## Ampere Vehicles redefines long distance city drive with launch of New Electric Scooter Magnus EX

*Powerful Magnus EX with advanced features is priced at INR 68,999/- EX-showroom Pune (State Incentives extra)*

**Mumbai, October 14, 2021:** Ampere Electric, the e2w brand under Greaves Electric Mobility, has expanded its popular Magnus range with new addition- **Magnus EX**. This large family e-scooter epitomizes best-in-class comfort and functionally superior performance with host of improved & innovative features. With an **extraordinary mileage of 121 Kms per charge** as per ARAI, Magnus EX comes at an attractive price of INR 68,999/- (Ex-showroom Pune price). With additional state Government incentives, the overall price will further go down making it lucrative for EV buyers to drive home this new E-Scooter in upcoming festive season.

Magnus EX comes with an **innovative slanted cradle design** with dual benefits of large space left for the boot space & its position enables easy removal of the battery to take home & charge even in the hi-rise buildings, *very comfortably*. Incorporating customer's feedback, Magnus EX is designed to provide a practical combination for everyday users with efficient space management stacking large battery & a convenient boot space. **This long-distance-per-charge Magnus EX comes with detachable lightweight & portable advanced lithium battery for easy charge in any 5-amp socket at home, office, coffee shop, or any plug-on-the-wall charge point.**

As per market observation understanding average daily runs by a normal person, any in-city commuter **can drive up to 3 days in one single charge with new Magnus EX escooter**. It comes with **best-in-class optimum city driving speed** up to 53 kmph. The 1200-Watts motor is one of the highest motor capacity in this segment, which delivers a real peppier performance with 0-40 Kms in 10 secs\* (practical for Indian driving conditions today). One can drive the Magnus EX in **2 modes – super saver eco mode & peppier power mode** & thus a customer can smartly drive to get real long distance drive. Adding to the safety, this vehicle comes with **powerful LED headlight** surrounded by **unique chrome embellishments**, which is stylish & reflects well in the night. The taller people can now get superior comfort with large legroom space of 450 mm – *easy to stretch & easy to stack your essentials near footboard while driving*. Considering growing women drivers & their needs, this product has **unique footrest & solid grab handles for women pillion riders**. This comes with solid 3 years warranty covering major aggregates, assurance of aftercare & hence provides **complete peace of ownership usage experience**. Some more advanced features in new Magnus EX are Key less entry, vehicle finder, antitheft alarm, easy to remove battery- recharge & ride again, aesthetically designed wide seat for superior driving comfort, under seat large storage space & boot light to easily identify items. It comes in attractive colours – Metallic red, Graphite black & Galactic Grey.

**Commenting on the launch, Roy Kurian, COO, Ampere Electric said,** *“Customers are looking for more affordable ways to travel as petrol prices heavily dent savings of everyday 2W commuters. Magnus EX with its long distance per charge enables users to do multiple trips and complete their work & life goals easily. Magnus has been the preferred choice of multiple EV prospects across the country owing to its large comfortable space and distinctive ride comfort. In addition, now every smart Indian customer will get superior style, extra power & performance delivering extraordinary savings & smart ride every km of the drive.”*

When it comes to transport, customers are opting for more savings and eco-friendly options, therefore demand for e-scooters has steadily increased. Customers interested in purchasing this new scooter can do so promptly across Ampere retail outlets & share their interest to buy on the company's website. Ampere believes in creating

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sustainable and affordable mobility solutions that provide exhilarating drive experiences & higher functional usage. With 1 Lakh+ happy customers and more than 400 + authorised sales and service outlets across the country, a customer can buy and benefit through entire ownership of vehicle with assured life cycle support. Ampere is one of the fast growing electric two wheeler brands in the country. As India enters a new era of modern means of transit post pandemic, we aim to provide solutions that are safe, save more and enhance the joy of owning your personal family scooter, enabling you to move free & live free.

Watch unfolding of new mass mobility revolution with New Magnus EX from Ampere, here:

<https://www.youtube.com/watch?v=Ocb3MU2dgQg>

## Product Specifications:

VEHICLE DETAILS	MAGNUS EX
MAX SPEED	50 ± 3 Km/hr. (both single and double rider)
MAX LOADING CAPACITY	150 Kg
CHARGE TIME	6 to 7 hours for full charge. Much lesser 4-5 hours for 70% charge for everyday running
GRADIENT	13°± 2° (Single rider) & 8°± 2° (Double rider)
BATTERY	60V, 38.25Ah Advanced Lithium Battery
MOTOR POWER	1200 Watts
BRAKE	Mechanical Drum - 130mm HBS
SUSPENSION	Front - Telescopic, Rear - Coil Spring
DIMENSIONS (L x W x H)	1920 x 685 x 1120 mm
GROUND CLEARANCE	147 mm
WHEELBASE	1390 mm

- ENDS -

## About Ampere Electric:

Ampere Electric Vehicles has over 13 years of experience in EV technology, designing and manufacturing electric vehicles. With a strong base of 100,000 customers & growing backed by comprehensive EV ecosystem support from Greaves, Ampere is pushing boundaries to create an affordable & sustainable ecosystem for clean last-mile mobility in India. In the E-2W segment, Ampere is the fastest growing brand in India with a presence in both B2C and B2B segments. Ampere has been a Greaves Cotton group company since 2018 and is leading Greaves' last-mile E-Mobility foray. Ampere Electric strengthened its leadership position in electric 3-wheelers segment with the acquisition of Bestway in 2020 and MLR Auto in 2021. *More information at: <https://amperevehicles.com/>.*

## About Greaves:

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Greaves Cotton Limited is a diversified engineering conglomerate focused on being pivotal to India's resurgence as a competitive economy. The company is a leading name in the domain of Engines, Retail, Electric Mobility, Finance & Technology services. Greaves enjoys a rich legacy and customer trust spanning over 162 years. Through its Engines, Retail and E-Mobility businesses the company, directly and indirectly, affects a billion lives every day, around the world. The company today manufactures world-class products and sustainable solutions under various business units and is backed by comprehensive support from 500+ Greaves Retail Centers & 7000+ smaller spare parts retail outlets across the country. For more information visit [www.greavescotton.com](http://www.greavescotton.com)

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