

Mahindra Showcases Treo Electric Three-Wheeler Range At MOVE 2018

Auto

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Set To Redefine Last Mile Mobility In India

- Mahindra promises longest range for electric three-wheeler segment with its Treo range
- Exemplifies #FUTURise by showcasing the company's expertise in the EV ecosystem with comprehensive display of next gen solutions, beyond just Electric Vehicles
- Other Mahindra displays at MOVE Summit include the scalable and modular electric powertrain platform MESMA, software mobility solution NEMO and futuristic muscle electric pod concept UDO

New Delhi, September 7, 2018: Mahindra & Mahindra Ltd, part of the USD 20.7 billion Mahindra Group, today showcased its latest electric vehicles, the lithium ion battery powered electric three wheelers, Treo and Treo Yaari, at MOVE 2018, the Global Mobility Summit organised by NITI Aayog.

The vehicles were showcased to the Honourable Prime Minister of India, Shri Narendra Modi, in the presence of Mr. Anand Mahindra, Chairman, Mahindra Group and Dr. Pawan Goenka, Managing Director, M&M Ltd, among other key dignitaries from the Government and the company. Mr. Anand Mahindra delivered the key note address at the opening session of MOVE 2018, which focused on the Future of

Mobility.

The Treo and Treo Yaari will be available in the market as D+3 and D+4 variants of the electric three-wheelers respectively.

Speaking on the occasion, **Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra Ltd.** said, “As India aspires to go all-electric, the time is right for us to develop sustainable solutions for urban mass mobility. As the pioneers of electric mobility in India, Mahindra has been working toward making the EV segment adoptable for masses and to facilitate mass transportation. Today, we are delighted to accelerate this large-scale adoption of EVs with the unveiling of the Treo, a vehicle we expect to become the default choice for the last mile commute in urban India”.

According to **Mahesh Babu, CEO, Mahindra Electric**, “The Treo which aspires to be the next generation of mobility, brings the advantages of electric vehicles and connectivity features to the masses. With the longest range in their respective segments, Treo and Treo Yaari are going to be a great fit for urban India’s last mile mobility needs. The three-wheeler segment, with its sheer size, has the potential to make a significant contribution to India’s all-electric mobility vision. The vehicles also give owners and drivers an opportunity to improve their earning potential by 20-25%, a very significant margin for them”.

The Treo is well positioned to serve as the cleanest, most efficient urban last mile connectivity solution in the country. This electric 3-wheeler range is powered by the latest lithium ion battery technology, which is more durable and requires lower maintenance compared to other battery chemistry.

The company also displayed its other mobility innovations at MOVE 2018. They included the modular and scalable electric platform, MESMA, the demonstration of the software mobility solution, NEMO and futuristic muscle

electric pod concept, UDO. Mahindra also presented a digital showcase of its Future of Mobility ecosystem, which will be clean, connected and convenient.

About Mahindra Displays at MOVE 2018

Highlights of the Treo

- ‘Zero Pollution’ Lithium ion Battery Technology – lower maintenance, longer life
- In-built strong crash guard, dent and rust-free body
- Comfortable noiseless and vibration free drive
- Ergonomically designed, spacious interiors
- Modern and stylish exterior design
- Digital instrument cluster
- Remote monitoring of mileage, location, and battery status through NEMO tech

Offering a range of options to customers, both Treo and Treo Yaari will have soft top and hard top variants. Treo represents the next generation of last mile mobility solutions which offer Telematics technology enabled connected features like remote monitoring of range, charge status etc. The features are powered by Mahindra Electric’s NEMO and are available as a value add to the vehicles.

UDO

The UDO is a Concept Electric mobility pod. It challenges the way individuals move inside the city, introducing an entirely new paradigm to personal mobility. This electric pod presents new opportunities for individual transportation as well as a shared resource for movement within urban areas.

NEMO

NExt-Gen Mobility (NEMO), is India's first cloud-enabled mobility platform, developed by Mahindra Electric exclusively for electric vehicles. The platform provides contextual information about the battery and vehicle performance, which are unique to EVs. These real-time insights including State of Charge, Energy Consumption, etc., can be used to streamline operations in a more efficient manner. The advanced technology platform addresses the individual requirements of varied segments in urban mobility, including Car Sharing, Ride Sharing and Corporate Commuting. It is designed to deliver benefits across the value chain to drivers, commuters, as well as fleet owners and operators.

MESMA

Marking a major shift from the current 48/72 Volt system of EVs in India, this 380 Volt modular powertrain is Mahindra Electric's latest technology showcase. MESMA stands for Mahindra Electric Scalable and Modular Architecture. The platform utilises cells from LG Chemicals and with its unique design, it can be adjusted to different lengths and widths to accommodate different kinds of vehicles including hatchbacks, crossovers, sedans etc., while retaining the high efficiency and high performance that it promises to deliver. Created in India's first electric vehicle innovation centre, the platform opens up a plethora of opportunities for Mahindra Electric to synergize with other Mahindra Group companies like Ssangyong, Pininfarina etc. and bring to market vehicles which are truly 'objects of desire'.

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural

prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook:
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