

India's No.1* electric auto, Mahindra Treo Plus, launched with a metal body

Auto

Author : mahindraadmin Category : Auto Published : 4/22/2024

- More than 50000 Treos on the road – India's most loved EV auto
- Approximately 52%* market share in L5M EV category
- 1.10 Billion kilometre covered and 18500 metric tonne of CO2 saved
- 5 year/120000 km standard warranty
- Durability strengthened with a new metal body
- Priced attractively at ₹ 3.58 Lakh for the new variant.

New Delhi, April 12, 2024: Mahindra Last Mile Mobility Limited (MLMML), India's No.1* electric 3-wheeler company, proudly unveils its latest e-auto, the Treo Plus with a metal body. Listening to customer feedback, MLMML has incorporated a metal body to its highly popular product, the Treo Plus.

The Treo Plus metal body is competitively priced at ₹ 3.58 Lakh, ex-showroom.

To bring the new Treo Plus closer to customers, Mahindra along with its finance partners have lined up multiple offers. For example, the loan tenure has now been increased to 60 months, and up to 90% finance as well as low down payment schemes are also being offered.

Mahindra is the No.1* electric 3-wheeler manufacturer in India. Since its launch in 2018, Mahindra's Treo has captured the hearts of its customers with over 50000 units being sold till date. Not only have these Treo autos collectively covered an astounding 1.10 Billion kilometre, but they've also

saved an impressive 18500 metric tonne of CO2 emissions from being released into the atmosphere, while providing micro-entrepreneurial opportunities to individuals. The Treo auto also commands an approximate 52%* market share in the L5M EV category.

With the largest service network spread across India, customers are assured of an unparalleled aftersales support. Moreover, customers will benefit from a **5 year/120000 Km standard warranty** on the metal bodied Treo Plus.

In terms of performance, it maintains remarkable specifications, including a **10.24 kWh battery capacity, 8 kW power with 42 Nm torque**, and an **impressive driving range of more than 150 km on a single charge**. With a wheelbase of 2073 mm and Hill Hold Assist, it ensures exceptional driving experience.

Suman Mishra, Managing Director and CEO of Mahindra Last Mile Mobility Ltd., said, "At Mahindra, we actively listen to our customers and their satisfaction is our priority. We're excited to offer customers with more choices with the introduction of the metal bodied Treo. The Treo Metal Body will continue to delight customers with its reliability, lower TCO and help build their micro-entrepreneurship journey."

In line with its customer-centric approach, Mahindra Last Mile Mobility Limited offers the UDAY programme, providing drivers with a **₹ 10 Lakh accident insurance cover for the first year** upon purchasing the Treo metal body. This underscores Mahindra's commitment to prioritising the safety and well-being of its customers.

*As per SIAM data

About Last Mile Mobility

The Last Mile Mobility (LMM) division of M&M is responsible for the Company's widely acclaimed mix of electric, petrol, CNG, diesel last mile mobility 3 and 4 wheeler passenger and cargo vehicles. These include the Mahindra Jeeto 4-wheeler, Alfa range of 3-wheelers, and the electric-only Zor Grand and Treo range.

Learn more about LMM on www.mahindralastmilemobility.com /

Twitter/LinkedIn (@mahindralmm), and Facebook

(@MahindraLastMileMobility).

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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

@MahindraRise/ For updates subscribe to

<https://www.mahindra.com/newsroom>

Tags :

M&M Ltd. Mahindra Last Mile Mobility Limited Mahindra Treo Plus