Mahindra’s Electric 3 Wheeler range Treo and Treo Yaari set to electrify God's own country

Auto

Author : mahindraadmin Category : Auto Published : 9/25/2019

*Mahindra Treo has the potential to increase the driver’s savings by up to Rs 21,600 annually**

Kochi, September 25, 2019: Mahindra Electric Mobility Ltd, part of the USD 20.7 billion Mahindra Group, today announced the launch of its electric 3-wheeler range Treo and Treo Yaari in Kerala. The Mahindra Treo eAuto and Treo Yaari eRickshaw are priced attractively at Rs 2.43 lakh and 1.62 lakh respectively post FAME and state subsidies (On-road, Kerala).

Mahindra Treo was launched in the presence of Shri K.R Jyotilal, IAS Principal Secretary, Transport & Aviation, Government of Kerala.

Mahindra Treo, India’s first lithium-ion electric three wheeler platform, provides eco-friendly first and last mile mobility. The Treo platform was conceptualised to effectively cater to the needs of both individual customers and aggregators such as fleet owners and institutional buyers, while delivering a superior value proposition.

Speaking at the launch, Mahesh Babu, CEO, Mahindra Electric said, "Today we take another significant step in electrifying god's own country. Kerala has already taken the lead in electric mobility in India with its own EV policy and now with the launch of the Treo range of all-electric three-wheelers Kerala is set to embrace the next generation of mobility. With the longest range in their respective segments, Treo and Treo Yaari are going to be a great fit for the state's first and last mile mobility needs."

Mr. Babu further added, "The three-wheeler segment, with its sheer size, has the potential to make a significant contribution to Kerala and India's all-electric mobility vision. The vehicles also give owners and drivers an opportunity to improve their earning potential by 15-20%, a very significant margin."

Both Treo models are available in the industry-first hard top weather proof variants. The use of composite body panel makes the Treo exceptionally light weight and comes with safety-first technologies. The Treo auto boasts an ARAI certified driving range of 170 kilometres and has a typical driving range of 130 km on the Mahindra Treo in full charge. The certified range on the Treo Yaari eRickshaw is 129 kilometres.

Charging a Mahindra Treo or a Treo Yaari is as simple as charging a smartphone. The vehicle comes with a portable charger making it easy to charge anywhere including home very convenient using a regular 15 amp socket. Mahindra Treo's cost of operation is as less as 0.38 paise per

kilometre as against Rs 1.30 per kilometre when compared to a CNG auto. This results in increased savings for the customer with an increased earning potential of up to Rs 21,600 every year.

The Treo range offers the best in class comfort for passengers with one of the most spacious interiors in the segment with best-in-class leg room and easy entry and egress for all age groups. It's clutch-less, noiseless and vibration free drive, offers the driver absolutely fatigue free journey. Apart from all these benefits, Treo range also offers excellent earn ability, thereby providing a great source of income.

The Treo range of electric three wheelers use Mahindra Electric's home grown powertrain and maintenance free Lithium-ion battery. Mahindra Electric offers a three years/80,000 kilometres warranty on the entire vehicle.

About Mahindra Electric:

Mahindra Electric, a part of the USD 20.7 billion Mahindra Group is a global pioneer in the development and production of electric vehicles. Mahindra Electric is India's only EV manufacturer with indigenously developed EV technologies that have won global accolades. The Mahindra Group has one of the most diversified portfolios of electric vehicles with the e2oPlus hatch, the eVerito sedan and the eSupro mini-van and panel vans.

Pushing the limits of technology and innovation, Mahindra has acknowledged the need to redefine mobility at every step. This has led to a vision with a desire to transform; a vision which provides an imagination which is more sustainable and more dependable. Venturing into the paradigm of alternative technology has helped Mahindra enable a clean, green and a smarter tomorrow.

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 has 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, components, commercial vehicles, speedboats, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

Tags :

Mahindra Treo was launched in the presence of Shri K.R Jyotilal IAS Principal Secretary Transport & Aviation Government of Kerala.