



Uniti and Bird Group join Forces in India

Uniti, Sweden's newest electric carmaker, and Bird Group, India's fastest growing business conglomerate, announced today the start of their joint market analysis in India. The intent of this effort is to bring a stylish yet affordable, 100% electric city car to the Indian market in 2020 with a price tag starting from ₹7,14,000 (approx. €9,000) ex-showroom. Both companies will be on hand at Auto Expo 2018 in New Delhi to discuss their plans during a press event scheduled for February 8th. The general public will then be among the first in Asia to see the Uniti One up close from February 9th through the 14th.

"Our vehicles are optimal for the Indian market and well aligned with India's strong demand for clean mobility. Bird Group was identified as an ideal partner due to their experience in the mobility sector, along with their capacity for local assembly and mass distribution of our vehicles," said Lewis Horne, CEO of Uniti.

Uniti plans to bring a 5-seat configuration of its EV to the Indian market with a single-charge range of approximately 200 km. Expo attendees will be offered a virtual reality demonstration of this 5-seater along with a hands-on view of the 2-seat, European model that debuted in front of a 2,000+ strong crowd in Landskrona, Sweden last December. All Uniti models are considered premium vehicles noted for their unique user experience, modern approach to safety and sustainable production. First deliveries in India are intended for 2020 with a retail price starting from ₹7,14,000, ex-showroom. Eager customers can join a rapidly growing list of Uniti enthusiasts by securing their booking for a refundable deposit of Rs.1,000. Securing your order for the Uniti One will offer early access to the online vehicle configurator, eligibility for the pending beta test program, and early delivery among other perks. Further details and purchase options are available online at www.uniti.earth/in.

"Owing to our experience in the electric vehicles space of manufacturing and distributing Segway in India for the last 8 years, other personal transport vehicles and our engineering footprint in all the major cities, we hope that our initiative will bring the best of affordable, yet very high-tech electric cars into every household and change the way people travel. We are also glad that this will contribute to the drive against pollution, which is now affecting almost every major metro in our country," said Dr. Ankur Bhatia, Executive Director at Bird Group.

"This initiative will not only create huge opportunities and numerous jobs, but would also enable entrepreneurs to set dealership networks in their prevalent geographies. It also follows the vision of the Prime Minister, Mr. Modi to Make in India and ensure vehicles are electric by the year 2030." added Bhatia.

About Uniti

Uniti exists to design and produce ultra-modern, high performance, premium electric cars and bring these cars to mass market. Uniti vehicles are lightweight and designed with a particular focus on holistic sustainability. Our first vehicle, Uniti One, was launched in December 2017 at its production facility in Landskrona, Sweden.

About Bird Group

With over 45+ years of experience in India, Bird Group is amongst the largest and most diversified group of various entities within the industry. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. Today Bird Group's core business includes Travel Technology, Aviation Services, Hospitality, Retail and Education.

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