



Bird Electric introduces vehicles in EV and mobility space

New Delhi 6th February 2020 : In a major further foray into electric vehicle (EV) and gas-free mobility space, Bird Electric Mobility Pvt. Ltd., fully owned subsidiary of Bird Group, today announced its plans to introduce e-scooters and low-speed electric bike in India.

A day after its joint announcement with China's automotive giant Haima for manufacturing electric car – Bird Electric EV1 in India, Bird Electric today announced its association with California-based EV giant Bird Rides Inc to introduce its flagship Bird Cruiser, a two-wheel ergonomically designed electric vehicle, targeting B2B segment in India. A pioneer in the India's EV sector, thanks to its decade-long experience with world's leading mobility giant Segway, Bird Electric also shared its plan to roll out electric scooters in Indian market by mid-2021, a move set to encompass the whole electric vehicle and mobility spectrum in the country.

Bird Electric has entered into a technical collaboration with Haima New Energy -a wholly-owned subsidiary of Haima Automobile Group to manufacture an electric car – Bird Electric EV1, showcased at the Auto Expo 2020. The battery-powered vehicle, likely to be manufactured at soon-to-be-set-up plant in Manesar (Haryana), would be introduced in two variants with driving range of 200 km and 300 km per charge, respectively. Bird Electric EV1 is stylish, spacious, equipped with modern and practical features, ultra-modular ergonomically designed passenger vehicle. Notably, Bird Group is quite entrenched in the Indian EV space with over a decade long experience in the sector accounting to its long association with Segway, the world leader in mobility space and a wide array of mobility vehicles like ebike, Ninebot, hoverboards, Mini Pro etc.

Leveraging its experience and understanding of the EV spectrum (customer base, utility, market segments, price points) in India, Bird Electric, previously Bird Mobility, will be introducing an electric scooter– premium yet affordable with a robust design, more suitable for Indian market. The battery-powered two wheeler will be launched in Delhi-NCR first, followed by other tier-1 & tier-2 cities in the order of priorities. The brand is working on a strategy on a nationwide basis. For a technical collaboration, Bird Electric is exploring the best business model with reputed global manufacturers known for their best-in-class technology in EVs.

“Our locally developed and manufactured heavy duty chassis will be best suited to align with our electric drive train requirements, and ensure a long life on tough road conditions. The battery,



motor and controller are also designed to provide high power and speed, along with ample range for city commute,” said Ankur Bhatia, Director, Bird Electric Mobility Pvt. Ltd.

In another major development, Bird Electric has announced its partnership with US-based EV giant Bird Rides Inc, USA to introduce one of their products ‘Bird Cruiser’, a two-wheel ergonomically designed electric vehicle. Bird Rides Inc, USA was founded nearly three years ago with the mission to change the status quo and take a transformative stance to combat the traffic and pollution that affect cities and people globally.

“In a bid to further advance our mission, we’re excited to foray into Indian micro-mobility B to B market with an experienced brand like Bird Electric. In alliance with Bird Electric, we are working towards launching our product ‘Bird Cruiser’ in the Indian market at the earliest”, Michael Fulton, Director of Retail Sales, EMEA & APAC Regions, Bird Rides Inc, USA said.

Bird Cruiser, an electric vehicle that is essentially a blend between a bicycle and a moped can seat up to two people. Depending on the market, the Cruiser will either be pedal-assist or just have a peg. In India, Bird Cruiser will be deployed into the Indian market with focus on business tours segment, enabling Bird to focus on Tour Business, B2B as well as retail sales of Cruiser to end customers in India. Bird Electric will also market and sell these products in India.

About Bird Electric Mobility Pvt. Ltd.

Bird Electric Mobility Pvt. Ltd. is a subsidiary of Bird Group, one of the largest and most diversified group of various entities within the industry. Bird Electric, previously Bird Mobility has pioneered the space of personal mobility devices in India since the last 10 years as the exclusive distributor of Segway Personal Transporters (PTs). Following a thorough study of the market potential in India, Bird Electric now offers a wide range of mobility options like original American Segway, Ninebot Kickscooter by Segway (ES1), Ninebot Mini Pro, Ninebot GoKart, Ninebot Drifter & Ninebot E1. With a commitment to shaping the future of mobility in India, Bird Electric has always welcomed innovation and has been constantly adding unique new age mobility vehicles to its product portfolio.



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