



BIRD ELECTRIC EV1: FAMILY ELECTRIC HATCH-BACK UNDER RS 10 LAKH

Haima-Bird's first offering in the Indian EV space marries cutting-edge technology with cost-effectiveness

- Ø Bird Electric EV1 is an attractively designed, feature-equipped electric vehicle
- Ø Bird Electric EV1 ensures integration of high safety, environmental-friendliness, technology, and fashion and realizes high economy, practicability, space and intelligence
- Ø Power consumption: Bird Electric EV1 optimizes power consumption for as low as Rs 60 per 100 km
- Ø Bird Electric EV1 is built with several safety features including a class leading offering of 2 airbags

New Delhi, February 5, 2020: Haima Automobile, one of the leading automakers in China, today announced its foray into Indian market by showcasing its next generation family electric car - Bird Electric EV1. The hatch-back will be available in the range of Rs. 10 lakh on Indian roads.

Haima New Energy (a wholly-owned subsidiary of Haima Automobile Group), has entered into a technical collaboration on EV with Bird Electric - a wholly-owned subsidiary of Bird Group, an Indian conglomerate with significant presence in aviation, hospitality, skill development and personal mobility - to manufacture Bird Electric EV1.

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. The first lot of Bird Electric EV1 would take at least 12-15 months for the roll-out.

In the back of rising demand for clean mobility, thanks to government's continuous push through favorable policies and tax sops on electric vehicles, Bird Electric EV1 has been specifically designed for the Indian customers looking at value proposition in B-segment.



"With the world moving towards clean mobility with least environmental impact, we are satisfied that with launch (showcasing) of Bird Electric EV1 today, we have entered the fastest growing segment of the Indian automobile. With the collaboration with Bird Electric, Bird Electric EV1 will reinvent the game in terms of technology and economy, targeted at a wide set of customers across segments. With its attractive pricing, Bird Electric EV1 is the perfect fit for Indian customers, who place a high premium on value proposition in a car purchase decision," said Mr. Williams Dong, GM, Haima Automobile International Corporation.

"We are glad to be foraying into electric car segment with a world leader like Haima. We are confident that the duo will successfully match up to customer expectations. The alliance has put in significant time evaluating the electric car market in India, studying evolving customer preferences before bringing this announcement. The vehicle offers unbeatable flexibility matched with equally unbeatable price point," said Dr. Ankur Bhatia, Director, Bird Electric.

Bird Electric EV1 is stylish, spacious, equipped with modern and practical features, ultra-modular ergonomically designed passenger vehicle. It comes with a class leading extended warranty package and annual maintenance package at easy cost. Bird Electric EV1 is fitted with high-energy lithium battery and electronic control system and has a torque of 30KW/95N.m/150N.m, offering a great balance between performance and fuel economy, with low total cost of maintenance. The electric car will have a top speed of 120 km/h with the power consumption merely at INR 60 per 100km.

Bird Electric EV1 has the largest boot capacity of its category in five-seater configuration.



TECHNICAL SPECIFICATIONS

Length (mm)	3680 mm
Width (mm)	1570 mm
Height (mm)	1530 mm
Wheelbase (mm)	2340 mm
Kerb Weight	930/1035
Engine Type	Electric
Electric Motor Type	Permanent Magnet Synchronous Motors
Torque	30KW/ 95N.m/150N.m
Power Battery	Ternary Lithium Battery
Battery Power	20.42kWh/28.5kWh
Charging Time (Fully Charged)	9hrs-11hrs
Endurance Mileage (Km)	202km-301 km
Gear Ratio	8.34
Top Speed	120 km/h
Steering	Electric
Ground Clearance (Unladen)	160

About Haima

HAIMA AUTOMOBILE GROUP CO. LTD—a leading Chinese auto manufacturer, established in 1988 and as one of the main business sectors of Haima Group, has 32 years automobile manufacturing experience. Haima had cooperated with Mazda from 1992 to 2006 and has now developed into a modern automobile group integrating R&D, production, sales, service, logistics, financial business, etc. 32 years historical accumulation has provided a deep foundation for the development of Haima automobile. With the rapid and vigorous development of Chinese automobile market, Haima today has accumulated abundant and advanced technical experience. In the future, Haima will continue to focus on "Category Strategy, Case Soul" and commit to the transformation from traditional fuel vehicles to energy-saving, environmental protection and intelligent Internet connected vehicles, so as to bring customers a brand-new driving and travelling experience.

Haima Automobiles has already bagged several awards including Top 500 private enterprises and the Top 500 manufacturing enterprises in China for 17 consecutive years.



About Bird Electric

Bird Electric is a wholly owned 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 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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