

Mahindra Reva set to offer its electric mobility solutions in Bermuda

Synopsis:

Mahindra Reva set to provide a comprehensive Electric Vehicle and solar charging solution for Bermuda thereby creating an eco-system for sustainable transport for its citizens.

1. Launch of the e2o is with a complete package of driving the electric car from Solar energy solutions provided by local partners at Bermuda
2. To assist Bermuda in their endeavor to set up charging infrastructure network for Electric Vehicles all across the country
3. Launches the future-ready, next generation all-electric, zero emission Mahindra e₂o (powered by Reva) in Bermuda to reduce dependency of the economy on oil imports.
4. Mahindra e₂o is a manifestation of Mahindra's vision of the Future of Mobility, expressed by the 5C's framework - *Clean, Convenient, Connected, Clever and Cost Effective*.
5. Price USD 22,995/- ex-Show Room Auto Solutions Limited, Pembroke, Hamilton

Hamilton, Bermuda, Thursday, 10th July 2014: Mahindra Reva, India's electric vehicle pioneer and part of the USD 16.5 billion Mahindra Group, today announced the launch of its all-electric, zero-emission '**The Mahindra e2o Island Car**' in Hamilton, the capital city of the Island of Bermuda. The launch of the Mahindra e2o is part of a larger commitment to partner with the community to provide sustainable, clean and green mobility solutions in Bermuda. The Premier of Bermuda Michael Dunkley and Chetan Maini, Chief Executive Officer, Mahindra Reva were present at this launch.

The Mahindra e2o manifests Mahindra's vision of the Future of Mobility in Islands: Cars that 'Run on Sun' - free fuel for life and reducing the islands dependence on fossil fuel replacing it with clean and renewable energy. It is expected to usher a new trend for clean road transportation powered by renewable energy in Bermuda.

Speaking at the launch of the e2o Island Car, Chetan Maini, CEO Mahindra Reva Electric Vehicles said, “Mahindra Reva besides being one of the global pioneers in Electric Vehicles also offers a comprehensive suite of technologies for different applications. The Mahindra e₂o incorporates the latest developments in electric vehicle traction, battery technology, energy recovery, telematics and IT - a unique synthesis that we believe will help us shape and co-create, with our customers, the future of personal and commercial mobility solutions. We are certain that the cutting-edge technological innovation that has gone into the Mahindra e₂o will help Bermuda discover a novel, cost and energy efficient alternative to conventional cars that protect the economy and ecology of the island.

Speaking at the launch, Mr. Alan Burland, President of Bermuda Engineering Co. Ltd (BE) and BE Vehicles Ltd (BEV) said we are delighted to introduce the Mahindra Reva e2o to Bermuda with our local partners Auto Solutions Ltd. (ASL). BE is very focused on improving energy efficiency, in promoting sustainability, and increasing the use of renewable energy in Bermuda. BE is proud to represent Mahindra Reva and to lead the introduction of the e2o’s into the Bermuda transportation scene. We believe that charging and running these vehicles from energy produced by the sun (or other renewables) maximizes the benefit to the automobile owners and Bermuda at large. Owners will significantly save in operational and maintenance costs as compared to internal combustion vehicles. Furthermore, the environment will benefit from zero emissions and reduced oil importation.”

Mr. Glen Smith, Managing Director of Auto Solutions Ltd. (ASL) spoke at launch - “ASL is delighted to be in this joint venture with both Bermuda Engineering and Mahindra Reva. ASL’s goal is to be able to provide the Bermuda customer with a choice of vehicle; whether it be a large or small, electric or gas vehicle. Interest in electric vehicles is increasing as people become more focused on the environment and in wanting to preserve it and make a difference. The e2o may well reflect the future of mobility in transportation on islands such as Bermuda. Renewable energy is a fairly untapped resource here and with the beautiful sunshine Bermuda gets, it is time we made more use of it.”

Co-creating a sustainable mobility eco-system in Bermuda

Mahindra Reva will work in collaboration with their local partners **Bermuda Engineering Company Limited and Auto Solution Limited** toward the following:

- Offer an affordable Electric Car capable of 100 Km drive in single charge, suitable for daily driving needs of the community in the Island.

- Work towards introducing a portfolio of EVs in Bermuda for public and private commuting in future both in passenger and commercial sectors.
- Work towards developing charging infrastructure within the Island and augment the charging infrastructure with Solar Charging network
- Support the integration of the network to the grid, which will allow for the intelligent management of charging
- Auto Solution Limited & Bermuda Engineering Company Limited responsible for setting up the local service and maintenance network.

Mahindra e₂o : Ownership Simplified

The Mahindra e₂o is an Electric Vehicle (EV) designed as a zero emission urban mobility solution. The e₂o is the first product in Mahindra Group's planned portfolio of green mobility solutions that will provide **customers with clean, smart and economical personal transportation.**

Power in the Palm of Your Hand

The Connected car technology of the Mahindra e₂o is a unique synthesis of energy, mobility and connectivity and it has multiple industry leading firsts to its credit. The mobile phone control interface of this vehicle can be downloaded on **any smartphone device**. The application then gives the customer the power to remotely manage several functions of the Mahindra e₂o.

For example the smartphone application can help lock the car by simply sending it a lock command. It can activate the car's air-conditioning/heating remotely. The trip planner in the application integrates the available range (distance to empty) information from the Mahindra e₂o into the maps and helps to plan each journey with the current charge.

Have a conversation with your Mahindra e₂o.....

With 10 on board computers, the Mahindra e₂o provides real time feedback of all the vehicle's functions. It does a daily 'heart beat' check of the vital systems and sends alerts to the user and the central computer in Bangalore automatically monitoring each vehicle if anything has to be fixed. Apart from telling you that your Mahindra e₂o is locked or that the cabin is at a pre-set temperature with the air conditioning turned on, the Mahindra e₂o is also capable of telling you that you have forgotten to switch on the mains to charge the car, in spite of plugging it in. Furthermore, this intelligent EV is capable of monitoring how efficiently you drive and can even

provide details of your drive efficiency over the past six days in graphical form. The Mahindra e₂o congratulates you when you achieve 100% driving efficiency and also give tips on improving the efficiency.

Charging made easy and no more anxieties

Customers can now literally plug in their Mahindra e₂o's to charge, like they would their cell phones, laptops or tablets. It is as easy as that – since the Mahindra e₂o can **charge from any 220 V, 15A power socket** available in any home. With about 5 hours required for fully charging your Mahindra e₂o will be ready to be driven over 100 km, more than enough for the average daily commute. 110 V charging outlets will take about 10 hours to charge.

With the patented REVive® technology there are no more range anxieties. In the rare event of running low on charge, you can use the app on the smart phone to remotely activate the reserve energy that can get you going again.

Mahindra Reva also boasts of a revolutionary **Quick2Charge®** DC Fast Charging station with its new smart port technology. With this system, the Mahindra e₂o can be completely charged in under 60 minutes. One can get a range of 25 kms in just 15 minutes over a cup of coffee.

The new smart port technology enables intelligent control of bi-directional transfer of energy to and from the electric vehicle. The smart port supports **Quick2Charge®** (DC Fast Charging), **Sun2Car** (Solar Charging), **Car2Home** (technology by which e₂o can power your home); all from a single port in the car, thus making life simple for the customer.

Feature rich yet energy efficient

The Mahindra e₂o comes with a 15.5 cms (6.2 in.) touch screen, with factory fitted GPS navigation system, radio, DVD, Blue tooth and I-pod connectivity. Locating a place or directions to the nearest charging point is now at your fingertips.

The full digital cluster, electrically operated wing mirrors, keyless entry & start/stop button, projector head lamps, LED tail lamps, reverse camera, 4JBL speakers & 2 tweeters makes the features of the Mahindra e₂o comparable to most high end cars.

The **regenerative braking feature** in the Mahindra e₂o also pumps energy back into the car's batteries and charges them every time you slow down or apply the brakes.

Clean and green

Mahindra Reva has also worked hard to create a sustainable technology ecosystem for EV's, proof of which is the host of technologies created by the company, inspired directly by its vision of the future of mobility. The '**Sun2Car**' technology, which has been developed through the creation of personal solar charging units, provides the user with sufficient energy to power an EV for life, making it a very cost-effective mobility solution. – imagine free energy for life!

Other Key Safety Technologies:

- High strength steel space frame construction that cocoons and protects the occupants
- Colour impregnated, dent resistant polymer body panels
- ISOFIX child seat mount with Automatic Lock Retractor (ALR) seat belts
- Adjustable head rests for all 4 seats
- Large front crumple zone
- Dual side impact beams
- Hood designed for pedestrian impact safety
- Batteries under seat, ensuring a low center of gravity

About Mahindra Reva

Mahindra Reva is a pioneer of electric vehicle (EV) technologies and one of the world's most experienced EV manufacturers. Founded in 1994 as the Reva Electric Car Company, the company was a joint venture between the Maini Group of Bangalore and AEV LLC of USA. Reva focused on creating affordable electric cars through advanced technology and launched its first model in India in 2001 and in London in 2004.

In May 2010, the USD \$16.5 billion, Mahindra Group acquired a majority stake in the company, which was renamed Mahindra Reva Electric Vehicles Pvt. Ltd. Mahindra Reva is headquartered in Bengaluru, India.

Mahindra Reva exemplifies the Mahindra Group's vision for the Future of Mobility. The Future of Mobility envisions an automotive ecosystem that brings Clean, Convenient, Connected, Clever and Cost-effective (the 5 C's) mobility solutions to customers across the world. Today, Mahindra Reva has one of the world's largest deployed fleets of electric cars – customers in 24 countries have driven their Revas petrol-free for over 200 million kilometers. The company manufactures cars, licenses out its electric vehicle technologies, converts existing platforms to electric and helps to deliver integrated zero-emissions mobility solutions. The company's new

factory in Bengaluru is the first automobile plant to get a platinum rating from Indian Green Building Council. It was inaugurated in August 2012 and is capable of producing 30,000 cars per year.

Recently, Mahindra Reva was ranked 22nd in the prestigious 'Fast Company' magazine's listing of the Top 50 Most Innovative Global Companies of 2013, in addition to numerous awards and recognition received. The company also won the 'Innovation' award from respected Italian magazine, Focus, during March 2013 for the development of the new 'Mahindra e2o' and the new environment friendly plant at Bengaluru. It is one of only three global companies to have received this award.

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About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.7 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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