



Ather Energy unveils Ather 450X Series 1, the collectors' edition.

Ather Energy builds limited edition scooter exclusively for their community

Bengaluru, 26th September 2020: One of India's first completely indigeneous intelligent electric vehicle manufacturers, Ather Energy, today unveiled the much-awaited collector's edition of the Ather 450X, called Series 1. This limited-edition scooter is available only to those Ather Energy enthusiasts who pre-ordered the scooter before the national launch of the Ather 450X on January 28th, 2020. Series 1 has been conceptualized and designed to celebrate the amplified performance of the Ather 450X - its best-in-class power, torque, acceleration and it's light hybrid aluminum frame chassis, by using premium color & finish, and one of the first for Indian roads, a vehicle with translucent panels.

The truly special features of Ather 450X Series 1 are the translucent panels in the rear, that offer a peek inside the scooter. This will be one of the first for an Indian OEM to offer tinted translucent panels that allow one to see the 'insides' of the scooter. Ather Energy's distinct cast aluminum chassis is visible under the seat and the trellis frame which has been a unique aspect of the Ather scooters. The Series 1 edition of the scooter celebrates the engineering, tech prowess, and the performance of the Ather 450 product line.

Starkly different from the existing range of colors of grey, white and mint green, the Series 1 comes with a high-gloss metallic black body color combined with accents of red. These signature colors also feature on the 7" touchscreen dashboard of the Series 1 scooters, with a special intro screen and subtle hints of red in the UI designed for the scooters.

The Series 1 edition will have a 6 kW PMSM electric motor which gets its energy from a 2.9 kWh lithium-ion battery, like the standard Ather 450X. It will also have the same set of riding modes - Eco, Ride, Sport, and a high-performance 'Warp' mode. According to internal tests, the 0-40 kmph acceleration time of just 3.3 seconds, makes the Ather 450X one of the quickest electric scooters in the 125cc performance categories in India.

Consumers who pre-ordered the Ather 450X before 28th of January 2020 are eligible to opt for Series 1. Deliveries of Series 1 will begin by November 2020 in all 11 cities - Bangalore, Chennai, Hyderabad, Kochi, Coimbatore, Kozhikode, Mumbai, Delhi NCR, Pune, Ahmedabad, Kozhikode, and Kolkata. The initial batches of Series 1 scooters will ship out with black panels and will be upgraded to the translucent panels in May 2021.



Quote by Tarun Mehta, CEO, and Co-founder of Ather Energy

“Like all our scooters, the Ather 450X Series 1 is built from scratch and we hope our community loves it as much as we loved building it. Building automotive grade translucent panels is tricky and I am super excited that Ather is bringing them out for the first time ever with Series 1. The teams have been working on it for months and despite the lockdown have been able to produce something truly fantastic.”

About Ather Energy,

Ather Energy, one of India’s first intelligent electric vehicle manufacturers was founded in 2013 by IIT Madras alumni, Tarun Mehta, and Swapnil Jain. It is backed by the founders of Flipkart -Sachin Bansal & Binny Bansal- Hero Motocorp and Tiger Global. Ather Energy launched India’s first truly intelligent, electric scooter - Ather 450 in 2018, followed by their new flagship offering Ather 450X in 2020. Ather has also installed a comprehensive public charging network, Ather Grid, designed and built in India. With 38 charging points in Bengaluru and 14 charging points in Chennai, Ather Grid is one of the largest fast-charging networks for electric vehicles in the country. The company’s product line has won 30 awards in design, automotive and technology categories. With over 60 Indian and international patent applications, 109 trademarks and 118 Indian and International design registrations to its name, Ather Energy aims to provide consumers with the best possible ownership experience. Ather Energy currently operates in Bengaluru and Chennai and in 2020 will expand to 9 more cities including Delhi NCR, Mumbai, Pune & Hyderabad.

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