



## Press Release

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**Coimbatore, Tamil Nadu**

### Contents

Contact Details.....	1
Press Article .....	2
About the company .....	4
About the Founder.....	5
Surge - Product Features .....	6
Technical specification .....	7
Media Links .....	8

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## Press Article

# eMotion Motors Unveils India's First Indigenously Developed Geared Electric Motorcycle 'Surge' on World Environment Day



The air is set to be cleaner with Electric Vehicles coming to Indian roads and with the government pushing for all-electric transport by 2030. Joining up to achieve the mission will be eMotion Motors, who has unveiled India's first indigenously developed geared Electric Two-wheeler performance bike.

According to founder and CEO S Pranav, eMotion Motors is an enterprise that looks to combine passion for high-performance vehicles with a forward-thinking desire for clean and efficient energy sources. He believes that electric vehicles in India have a long way to go, as performance issues in currently available models continue to hinder their use. "Using electricity for transport does not have to be a compromise in terms of performance", he says. "We hope to be among the pioneers of popular, high-performance electric vehicles in the country."

The start-up from Coimbatore has unveiled the prototype of its first product, Surge, on June 5, World Environment Day. Currently, electric vehicles, specifically in the two-wheeler segment, are



marketed and seen as scooterettes with bare features, low power, and low range, whose only benefits are no pollution and questionable total cost of ownership. *Surge*, on the other hand, is a feature-rich motorcycle which can not only go toe-to-toe with petroleum vehicles, but also surpass them. It has over 40 new innovative features that help it stand out from other bikes on Indian roads.

Surge will be available in 2 variants, with the top variant clocking a top speed of 120Km/hr and a rapid acceleration of 0-60Km/hr in less than 4 seconds. The bike will have smart features such as LED Backlit Display, GPS Navigation, Mobile phone integration, Cloud connectivity and IOT features for an enhanced user experience.

The bike will have many firsts in the 2-wheeler electric segment. Being a geared electric motorcycle, it gives high torque multiplication at the wheel for riders who would otherwise miss the fun and high acceleration of conventional motorcycles. The Reverse gear feature allows the users to manoeuvre in narrow roads and while parking. The boost feature is one-of-a-kind feature found in the segment, which is a rider's dream of pushing extra power to the motors for a short while. Surge offers large cabinet space which can store more than just a helmet. This gives it a distinct advantage over the majority of current electric two-wheeler, which are low-powered, with cruising speeds of 25 Km/Hr and a recharging time up to 6-8 hours. Surge will run for 100Km in a single charge, with express charging getting the battery from empty to full charge in just 30 Minutes.

Surge offers more than 40 features that users wouldn't find in the current motorcycles such as SOS safety feature, storage space, animated turn signals, anti-pollution self-cleaning coating and much more.

eMotion Motors is in the process of raising Series A round of funding. Surge is set to hit the Indian roads by 2020. The start-up has plans for three offerings in various two-wheeler segments in the coming years. With concerns over rising fuel prices and pressure on the Govt. of India to control emissions, Electric Vehicles promise a stable future in mobility, and Surge is looking to be a pioneer amongst these.

The company has so far been operating under the radar, while perfecting the product. The start-up has unveiled the first look of 'Surge' on World Environment Day on their website [www.emotionmotors.in](http://www.emotionmotors.in). Reach out to eMotion Motors at [info@emotionmotors.in](mailto:info@emotionmotors.in)



## About the company

eMotion Motors, established in 2011, is a start-up from Coimbatore, engaged in the Research and Development of advanced-tech electric vehicles. In this era, where there is great buzz around e-words like Eco- friendliness and Environmental Awareness, there is also this reluctance to compromise on the fun and comfort of automobiles even if it causes pollution. Mr. Pranav Singanapalli, a product designer and a science enthusiast, has conceived and developed India's first geared electric motorcycle. Geared electric motorcycle, that can go toe-to-toe, or as we say, wheel-to-wheel, with traditional high-end IC engine-powered bikes. So, why the name eMotion? First, it comes from the fact that the motion is powered electrically. Second, emotion is the fact that sets humans apart from robots. At eMotion, we don't look at our product based on its specifications, but we look at how good it is for people and connect with them. The company aims to thus revolutionize the concept of electric vehicles.

eMotion Motors aims to strike a chord with the emotions of its audience, the consumers. At eMotion, we strive to design not only for reliability, but also for desirability. We feel our customers don't have to compromise on their riding experience for the sake of being eco-friendly, so we don't compromise on performance or quality for that aspect either. At the same time, neither do we intend to give up on the eco-friendly factor. Why not have all the fun, but without any of the guilt that comes with polluting the environment?

As of May 2018, the company has designed and developed its pre-production prototype - "SURGE". Surge offers a comprehensive list of features like Computer/Smartphone integration, Keyless ON, Ambient Adjustment Headlamps, Cruise Control, Boost, Drive-by-wire and Regenerative Braking. To top it all, the bike is geared, for more fun and a familiar riding experience. A close look at the features shows that they are a blend of advanced technology, efficient utilization of power, and with all the fun elements of a traditional bike. Highlighting the company's focus, 'design for desirability', each and every feature has been designed and included with both the rider and the environment in mind. With the revolutionary photo catalyst coated wheels, Surge could also be termed a "Negative Emission Vehicle"., the vehicle was designed from the Ground-up in order to create the best possible product unencumbered with the design legacy of existing vehicles. The exciting part is, Surge can easily storm past a similarly-powered IC engine vehicle.

eMotion Motors strives to advance humanity in their path to a more eco- friendly destination. The company, currently bootstrapped, is looking for interested Investors and Venture Capitalists who come aboard and help create a sustainable environment and Surge forward together.



## About the Founder

Pranav Singanapalli, the founder of eMotion Motors, is a young entrepreneur who is both a Product designer and a Science enthusiast. Pranav completed his UG in Industrial & Product Design from the DJ Academy of Design, Coimbatore. After that, he worked as a design consultant in Texmo Industries, Coimbatore, and then as a Product Designer in Sunray Design Studios, Chennai. Around this time, Pranav initially ideated the concept of high-performance e-bikes and worked on it parallelly in 2011. In order to concentrate more on his aspiration, he left his job and decided to fully involve himself in his dream as a start-up entrepreneur. To expand his skillset, he went abroad to pursue his Master's Degree in Multidisciplinary Design Innovation from Northumbria University, Newcastle. After the completion of his degree, he returned to India to pursue his ambition and make his idea a reality. His strengths lie in problem-solving and deriving practical solutions to tricky problems. His aspirations are deep-rooted in clean tech for transport. His design roots coupled with his desire to create an eco-friendly environment, have helped Pranav to have a single-minded focus and dedication, which has led to him finally implementing his ideation.

One of the primary things that inspired Pranav to venture into this start-up was his past experience with his own e-bike. Seeing how the earlier generation of e-bikes lacked imagination, how they did not live up to their intended potential, how impractical they were, and the fact that they were simply kits imported and assembled from China, Pranav felt the industry was too lazy in terms of product development and innovation. For all the benefits an e-bike can offer, their potential was severely underutilized. There were many brands, but there was not a single differentiating factor. Not many e-bikes could go past 25kmph, with only some exceptions. In general, the low speed, the range offered per charge, the time taken to charge, and the adjustments one has to make to keep the vehicle running, were too impractical. So, in a classic case of designing for need, Pranav then designed and developed an e-bike that could go toe-to-toe with an IC Engine-powered bike and that was designed with the consumers' need in mind. With his design, he was able to deal with all the shortcomings of obsolete e-bikes and break all the preconceived notions about e-bikes, like them being slow and always on the sidelines. Inspired by the scope and potential the electric vehicle segment has to offer, Pranav decided to bootstrap and involve himself fully in the start-up where the first geared electric bike in India was to be developed. The dream was up and running. eMotion motors got a great response when the idea was presented in the Vibrant Gujrat Start-up Summit in October 2016.

His first prototype proved to be successful. It surpassed the obsolete e-bikes. It could reach a maximum speed of 92kmph, had a charging time of 1.5 hours and it offered a range of 78 km per charge on road. Right now, Pranav is planning to reveal the first look of his second prototype, "SURGE", which promises to surpass the performance of the previous prototype and comes loaded with lots of advanced features.



## Surge - Product Features



**Surge** offers more than 40 features that users wouldn't find in the current motorcycles. Few of them are listed below.

1. **Navigation**- Offers best user-friendly navigation system with controls in the handles so that the rider need not take his/her hand off during riding.
2. **Utility Storage** – Offers large cabinet space which can store more than just a helmet.
3. **Full Led Lights** – Better Road Illumination with less glare due to Beam Forming.
4. **Auto Ambient Adjustment Headlight** –Headlights dim and brighten according to the ambient light conditions.
5. **Semi-Automatic Gear Box** – Indigenously developed four-speed gear box, the first of its kind in an electric vehicle.
6. **Anti-Theft Alarm** – Your bike doesn't like it when someone else tries to take it, without your permission. So, it raises an alarm.
7. **Range Extension** – Offers provision to add extra battery pack to extend the range to 200Kms.
8. **Reverse** – The User can easily manoeuvre in narrow roads and while parking.



9. **Boost** - A riders dream, delivers a surge of power and acceleration for quick overtaking and rapid 0 to 60kmph time
10. **Solar Cells** –Your bike gets the energy from the Sun for charging the Auxiliary systems.
11. **Keyless Start**- Just hop on and ride off. No key needed.
12. **7" LED BACKLIT DISPLAY** – Largest in class display with better User Interface for better clarity
13. **Cloud Integration** The user Profile and custom settings can be backed up to cloud and restored any time
14. **Triple Redundant Battery Protection Systems**. Three different systems monitor Main Battery health, extending battery life to its utmost, and also ensuring that you are informed if it ever begins to deteriorate, even a little.

## Technical specification

PERFORMANCE	
Top Speed	120 Km/h
Range / Charge	100 Km (Extended Range 200 km)
Weight	120 Kg
Max Torque	28 Nm @ 2800 RPM
BATTERY	
Battery Type	Li Ion
Express Charging	30 Min
Primary Battery Capacity	40 Ah @ 72V
Battery Life	1,00,000+ Km
DRIVETRAIN	
Gearbox	4 Speed Wide ratio
Transmission Type	Semi-automatic
FRAME and CHASSIS	
Type	Trellis Frame
SUSPENSION	
Type Front	Upside down Telescopic fork
Type Rear	Horizontal Unilink Monoshock
BRAKES	
ABS System Type	
Type Front	Bybre, 300mm Butterfly Disc
Type Rear	Bybre, 230mm Butterfly Disc
Regenerative Braking	Yes, Adaptive
ELECTRICALS	
Headlight	Automatic Ambient Adjusted LED
Taillight	LED
Indicators	Animated LED indicators Lights, Auto Off Feature



## Media Links

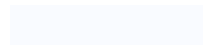
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Twitter: [twitter.com/eMotionMotors](https://twitter.com/eMotionMotors)

Website: [www.emotionmotors.in/](http://www.emotionmotors.in/)

## Reach out to eMotion Motors



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