

Published based on [Piaggio Launches Ape Life](#)

# Piaggio Launches Ape Life



Three-wheeler manufacturer Piaggio has launched a venture for purchase or exchange of pre-owned Ape vehicles under the brand name Ape Life. This is the first venture of its kind in the sub 1-tonne market. Piaggio plans to open 20 Ape Life outlets in Kerala, Andhra Pradesh, Maharashtra, NCR and Karnataka during 2009, and increase this number to 50 across India by 2010. The company expects this venture to contribute 10% of its sales in 2011.

Mr Ravi Chopra, Chairman and Managing Director, Piaggio Vehicles Pvt Ltd, said, "Through Ape Life, we are offering customers the Ape assurance, while meeting the latent demand of the market." According to Mr Ashutosh Khosla, Director S&M, "Ape Life will complement the patronage and leadership of the Ape brand."

At Ape Life, Piaggio has put in place processes and systems that will ensure a transparent evaluation of the seller's vehicle price. Vehicles sold through these outlets are refurbished using genuine Ape parts and accessories, while the company offers three free services, easy finance and insurance as well.

You can also find this article published on [Piaggio Launches Ape Life](#), and on the tag pages [Piaggio](#).