

May 2022

# OKINAWA

An Official Archive of Okinawa Autotech

# TIMES

## Indian Wisdom And Italian Heart



Joint Venture Between Okinawa & Tacita For Global Futuristic  
Electric Two-Wheeler & Power Train Manufacturing

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We are delighted to announce that a historic agreement was signed on 18 May 2022 between Okinawa and TACITA, an Italian manufacturer of electric and performance motorcycles. The new company, born from the joint venture, will be based in India and will begin production from 2023. The goal for both companies is to offer extremely reliable, pleasant and usable products for maximum customer satisfaction.

Tacita® is an Italian company founded in 2009, to design and manufacture high-performance electric motorcycles that are innovative and unique in its characteristics. Motorcycles that respect the environment and the people around them. With its goal to build the perfect electric motorcycle, which gives tough competition to the traditional motorcycles, by providing sensations of pure riding, with the advantage of being driven by a completely “zero emission” electric motor. Tacita's® commitment is focused on research, engineering and design, to create Italian bikes with unique temperament.

We being the market leader in the Electric – 2 – Wheeler segment, will provide the local development of the future product & the production in our second state-of-the-art manufacturing facility in Rajasthan, owing to our years of experience in manufacturing & selling of electric-2-wheelers in India. Tacita will provide the powertrain – controller, motor, battery packs and BMS. This JV will introduce two product lines: scooters and motorcycles – for domestic and international markets.

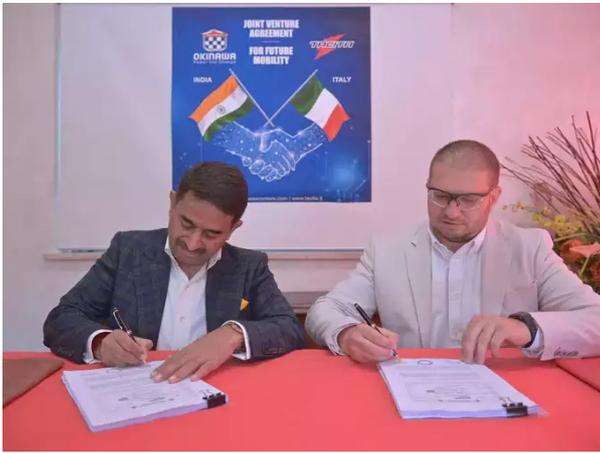


**Speaking on the JV , Pierpaolo Rigo, Managing Director, Tacita, mentioned,** “We are delighted to partner with a leading e-scooter manufacturer in India. The leadership team of Okinawa Autotech has a rich on-ground experience and knowledge about the market, competition, and customer behaviour. We are happy to provide our expertise in the premium EV bike segment to launch a top-end line of bikes. Our team along with Okinawa Engineers is dedicated to R&D to introduce unique product propositions that define the future.”

**Addressing his vision for the JV, Jeetender Sharma, Founder & MD, Okinawa Autotech,** commented, “Tacita’s mission is aligned with ours, towards creating a sustainable future. We envisage the collaboration to create a synergy effect that will accelerate our commitment to electric mobility. There is a steady and conscious shift in consumer preferences and we have witnessed a growing demand for premium and performance electric motorcycles in India. Tacita will help us in creating a marketplace that matches the demand for futuristic technology and products. Their advanced & futuristic technology will also further broaden and strengthen our existing product range.”



# OKINAWA Autotech signs JV agreement with Italian TACITA to manufacture E-bikes



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## Power Pack Check-up and Awareness Camp

### Power Pack Check Up and Awareness Camps.

The Power Pack Check Up Awareness camps is the service initiative for Educating the customers on Power Pack usages and their maintenance. These camps have aided in promoting face-to-face engagement with over 1.5 lakh Customers, reinforcing critical areas of battery maintenance and safety, and allowing customers to have their electric two-wheelers checked and examined. The goal of these camps is for the company specialized service staff to offer the customers with a comprehensive vehicle Check up, particularly electrical connections and battery connectors. As the company believes that , It is imperative for the customers to be aware and take appropriate precautions and measures to maintain the health of their batteries and Vehicles.

Hanuman Garh, Rajasthan



Sigma Enterprises, Delhi



GR Green Life EV Motors, Pune



Navin Automobiles, Ahmedabad



S A Autotech Hydrabad



E City Motors, Tarikare



Amby Motors, Chennai



Divek Elctro World, Punjab



MK/E Motors, Karad



E City Motors, Tarikare



S A Autotech Hydrabad





## Mileage Ka Maharaja Campaign

It is an exceptional service initiative that is being accomplished by our dealers through the help of Okinawa Service Engineers all across India at our authorized Dealership . This initiative contributes substantially to the major aspect that Okinawa as a company is aligned with, building awareness and creating responsiveness towards our environment through Electric – 2- Wheelers and what best than getting it done through our own customers. This service initiative is a revolution in creating awareness about Electric – 2 – Wheelers in the country. Under this campaign the company offers free Vehicle health checkup at the dealerships for the customers who take part in the rallies conducted by the dealers. The company will continue to have such rallies in future to educate the masses on saving big with electric two wheelers and at the same time contributing significantly toward a sustainable future.

Weber E Vehicle, Gujarat



Weber E Vehicle, Gujarat



Sikar Trading, Rajasthan



AtoZ Motor, Tumkur



Harsh Automobiles, Mathura



Ninad Motors, Maharashtra



Sharma Automobiles, Chattisgarh



AUM Automobiles, Gujarat



Vigorus Motors, Udaipur



# Sharing company insights, Driving into the Metrics.

Chennai (9th May'22)



Madurai (10th May'22)



Dealer meetings are essential for any sales operation, These informative platforms foster professional growth, networking, and meaningful connections. By effectively planning and setting dealer meeting agendas these platforms can be used to effectively convert it into a two way communication platform, where the dealers and the company can discuss intensively about issues pertaining to them and the company and the dealers, in order to provide the best possible services to its customers.

A dealer meet was conducted in Tamil Nadu ,by our sales and service team from 9th to 11th May , 2022. In Chennai , Madurai and Coimbatore. This Dealer meet saw a participation from about 100 dealers from these region . The dealers had the opportunities to discuss about their queries with our Sales and Service team , this meet proved to be a great source of information for the dealers . These are platforms where the dealers can actually come up with all their queries which are left unanswered at times . this proves to be a hands on experience for the dealers.

Coimbatore (11th May'22)



## Dealer Promotional Activities: PAN INDIA

Our Dealers are the face of our company and are the strongest pillars. We as company constantly strive to understand their requirements better. It is our constant effort to strengthen this relationship with regular communication through our sales and Service teams.

Our Dealers provide that personal relationship on behalf of the Brand that builds loyal customers and, ultimately, increases sales. Our dealers are incredibly important for our success and we can't thank them enough for this. They are the backbone of our company. We are very great full to all our dealers, they not only sell our products but are loyal advocates for our brand. We provide them with mutually beneficial tools and resources that help them become brand experts and better sellers.

Owing to this, we are happy to share that our dealers from all over India, have taken various initiatives to uphold our brand image and spread awareness through various promotional activities. We as a company keep an comprehensive track of all the initiatives and the company would like to appreciate and applaud the initiatives taken by our Dealers Partners to create awareness about our Brand and show responsiveness towards the customers and the society.

Konark Group, Odisha



Shri Radhe, Cuttuck



Prateek Enterprises, Prayagraj



Konark Group, Odisha



Prateek Enterprises, Prayagraj



Vinayak Motors, Dehradun



Kalyani Autocraft, Tamilnadu



Khemka Brothers, Agra



Galaxy MAPL, Delhi



Galaxy MAPL, Delhi



Antomith Okinawa, Delhi



Kalyani Autocraft, Tamilnadu



Golts Motors, Rajasthan



Jai Vardhan Motors, Delhi



# Celebration of 108 Vehicles Retail Sale Speedy Auto, Ranchi

Warm Greetings from Speedy Auto!

It's been a long association with Okinawa Autotech since February 2018 and the journey is still continuing. We have been seeing the ups and downs of the industry along with the company. We started our journey with a monthly retail sale of 5 to 10 vehicles per month which was gradually maintained at a figure of 30 to 50 vehicles. But, we are really happy to share our feelings with the company as we crossed the 100th Mark in April 2022 and closed the figure of 108 vehicles on 30th April 2022. This was the first time we reached the century milestone with all the support from the Sales, Service & SPD team of Okinawa. We are really thankful to every person for their personal & professional help towards our growth. We wish to look forward to healthy & steady growth together in future.



# Our Proud Partner



“India is the one of the largest 2W market in the world and looking at the current rise in fuel prices and govt support on prompting the EV industry, India is going to be the biggest EV hub, we as Okinawa are getting first mover advantage and Okinawa has largest range of vehicles which suits for every Indian needs, In Jaipur we are selling approx. 250+ vehicles very month and Okinawa is the market leader in Rajasthan”

Okinawa Promoting Desh ka EV, made in India Initiative.

Proud Dealer Partner

Amar Singh  
Jaipur Galaxy



# Leading the Okinawa Way!

In today's time it is imperative for all to have a companion for transport, as we are ending up spending more time on roads than at homes. We all need a perfect conveyance for daily commuting and so is the case with our customer P Saravana Kumar from Chennai, Tamil Nadu. Saravana has been a very loyal customer for Okinawa, he owns a Praise Pro which is the highest selling vehicle of the company. Saravana has been using the vehicle for the last 3 years and it was converted from Lead Acid to Lithium Ion Battery.

A 43 years Saravana is a service engineer at copier and rides more than 100 km per day. The objective always was to save his pockets from the rising fuel costs. He has attended more than 40 service camps and keeps the vehicle up to date and thorough with all its maintenance.

"I am in total love with my Scooter, it has been a true friend for the past 3 years. I have covered 95000 Km till now and honestly have not faced any problem as yet. We have to understand that our responsibility towards the vehicle is the key, We have to be responsible as customers, in order to take care of the vehicles. If you take care of the vehicles, it will run without any hassle. As a true customer, I would recommend Okinawa for anyone who is willing to buy an electric - 2-wheeler. I attend all the service camps conducted by the company."



**P Saravana Kumar from  
Chennai, Tamil Nadu.**



## Mothers Day Celebration Week by Okinawa Dealers, Customers, and Employees.



Morvinandan, Chattisgarh



Ambika E Bikes, M. P.



Heydo Corporation, Karnal

Mother's love is paradise, it is harmony, it need not be attained, it need not be earned. It is divine , selfless . That's why they are mothers. God could not be every where so he created mothers , their care and comfort is celestial . It is like a blessing; We cannot ever thank them enough , for their love and affection that tey bestow on us every day. They are our first best friend and the person we constantly seek guidance from. Mother's Day is an excellent opportunity to express our gratitude for all the mothers in the world.

On the occasion of Mother's Day, Okinawa Autotech expressed its respect, honor, and love towards all the mothers. This day we honored the contribution of mothers & acknowledge the efforts of maternal bonds and the role of mothers in our society. We want to appreciate all our dealer partners , our employees and our customers to share with us their valuable inputs.





## Appreciation Week

# Lets Express our Gratitude

23<sup>rd</sup> – 27<sup>th</sup> May



Office is a place where we can flourish through team work and when we receive appreciation from our colleagues , its boosts work efficiency. Okinawa celebrated employees appreciation week from 23 rd – 27 th May , this is an excellent way to make the Employees feel valued . When they realize that their effort is appreciated and recognized this encourages them to keep up and improve their work place performance.



Appreciation boosts employee morale. Appreciating an employee causes a chain reaction in the workplace. Employees who are valued are more inclined to express their gratitude to their coworkers and other team members. Employee engagement is maintained through appreciation. Showing gratitude in the workplace boosts employee engagement and dedication in addition to increasing productivity. Okinawa celebrated appreciation week , where we appreciated and acknowledged all our colleagues for extending help and empathy towards each other at workplace.

It's an excellent way to fosters employee loyalty and create a thriving work culture.



#HappyCustomerDiaries

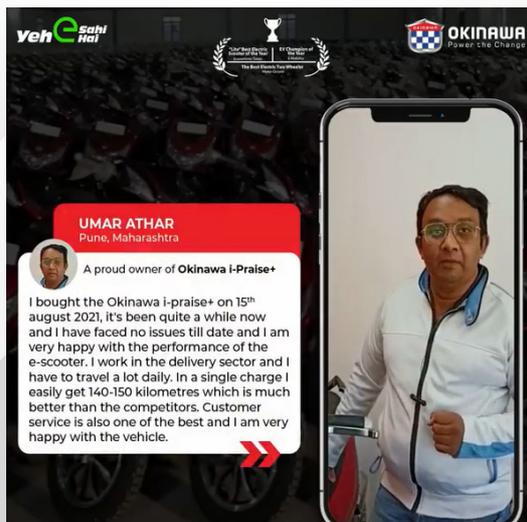


**Yeh eSahi Hai** 

**CHANDRAKANT BHAGAT**  
Alibag, Maharashtra

A proud owner of **Okinawa i-Prise+**

I am using the Okinawa i-prise+ from 1 year and I am very happy with it's performance. I have done 8000 kms and still no problems till date. Even the battery is good and I am very happy!



**Yeh eSahi Hai** 

**UMAR ATHAR**  
Pune, Maharashtra

A proud owner of **Okinawa i-Prise+**

I bought the Okinawa i-prise+ on 15<sup>th</sup> august 2021, it's been quite a while now and I have faced no issues till date and I am very happy with the performance of the e-scooter. I work in the delivery sector and I have to travel a lot daily. In a single charge I easily get 140-150 kilometres which is much better than the competitors. Customer service is also one of the best and I am very happy with the vehicle.



**Yeh eSahi Hai** 

**PANKAJ KUMAR**  
Bokaro, Jharkhand

A proud owner of **Okinawa Ridge+**

I bought the Okinawa Ridge+ in January 2022, it runs 55 Kilometres in a single charge, considering the rising fuel prices, this scooter is a relief. I am very happy with the scooter because of my huge savings on fuel and other expenses.



**Yeh eSahi Hai** 

**ALOK KUMAR**  
Patna, Bihar

A proud owner of **Okinawa i-Prise+**

I have the Okinawa i-prise+ and it only takes 3 hours too charge yet it runs 140-150 kms per charge in sports mode. Even in turbo mode, I have felt only slight reduction in the range. Brakes are really nice and the design is amazing. The look is the best amongst the competitors.



**Yeh eSahi Hai** 

**RAJKUMAR TRIPATHI**  
Lucknow, Uttar Pradesh

A proud owner of **Okinawa Ridge+**

I bought it a year ago. This scooter is very comfortable and light to ride. I have saved almost 15-20 thousand rupees worth of petrol in the past one year and didn't spend a single rupee on this scooter. The ride of this scooter is very silent and peaceful. People on the road keep asking me about the scooter. Everyday I keep requesting people to buy this scooter because it offers complete peace of mind with its 3 year warranty. No pollution, complete savings.




**Yeh Sahi Hai**

OKINAWA  
Power the Change

### Okinawa, Tacita to manufacture electric two-wheelers, powertrain

Prachi Ahluwalia | TIMESOFINDIA.COM | Updated: May 19, 2022, 15:53 IST

Okinawa Autotech and Italian electric motorcycle manufacturer Tacita have signed an agreement for the manufacturing of electric two-wheelers and powertrain in India. Both the companies are working to begin production in India in 2023. Under this joint venture, Okinawa will provide the local development of electric scooters and motorcycles for domestic and

Okinawa, Tacita partner for electric two-wheelers, powertrain manufacturing



Okinawa has extended creative support for all dealer partners, in designing creatives to have synergy all across the creatives including Promotion Material, Product pictures, Advertisement creatives, etc.



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**#VehE sahi Hai**

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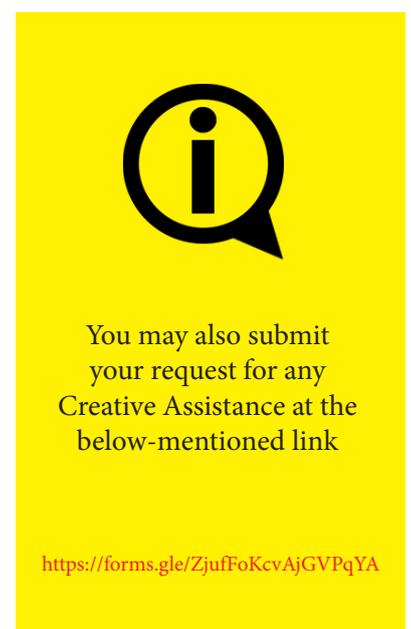
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**i**

You may also submit your request for any Creative Assistance at the below-mentioned link

<https://forms.gle/ZjufFoKcvAjGVPqYA>



**OKINAWA**  
Power the Change

# OKINAWA

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You may also send your entries to be the part of this newsletter.  
Please send your entries before 20th of every month at

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