

A closer look at BSA eScooters



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The two-wheeler firm launches five trendy electric scooters

BSA Motors, a strategic business unit of Tube Investments of India (TII), has extended its current business from bicycles to electric scooters.



Diva - Designed exclusively for girls between the age group of 16 to 20 years, the Diva is powered by a 250W engine with a top speed of 25km/h. Again, there is no need of a driving license or registration to ride this eScooter. Seen here is the brand ambassador for BSA Motors, south Indian actress Tamannah

www.bikeindia.in had reported about BSA's intent of venturing into the e-bike segment earlier. The firm is now rolling out a variety of electric gearless scooters from their Ambattur plant. BSA recently unveiled its eScooters range in the Indian market namely the Smile, the Diva, the Street Rider, the Roamer and the Roamer+. Each eScooter will have four colour options with the exception of the Diva which will have five.

Deliveries of the first batch of [BSA's new eScooters](#) will be commencing from 10th November 2008, through their Chennai dealers. According to a BSA spokesperson, the electric scooters segment is presently a Rs. 450 crore market in India and the industry is expected to double in a year's time. The eScooters are certified by Automotive Research Association of India (ARAI) to be used on public roads in India. According to company officials, maintenance free batteries and motors make BSA eScooters 100 percent trouble free. Moreover, they have an efficiency of 82-85 percent in comparison to petrol powered vehicles which have an efficiency of 35-38 percent. www.bikeindia.in had reported about BSA's intent of venturing into the e-bike segment earlier. The firm is now rolling out a variety of electric gearless scooters from their Ambattur plant. BSA recently unveiled its eScooters range in the Indian market namely the Smile, the Diva, the Street Rider, the Roamer and the Roamer+. Each eScooter will have four colour options with the exception of the Diva which will have five.

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A closer look:



Smile This competitively priced 250W eScooter has a top speed of 25km/h. It is aimed at youngsters between 13 to 18 years. A driving license and scooter's registration is not required.

Street rider The Street Rider is a unisex Sportz model powered by a 250W engine and can reach a top speed of 25km/h. License and registration is not required.



Roamer Targeted at young office goers, the Roamer comes with a powerful 500W engine that can take it upto speeds of 40km/h. This eScooter requires a driving license and registration.

Roamer+ The big daddy of the lot, the Roamer+ with an 800W engine can reach a top speed of 45km/h and hence requires a driving license and registration.