

# Citroen unveils electric version of C3

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Chennai

Citroen India, part of Europe's auto major Stellantis Group, has formally unveiled its sub-4 metre all-electric car Citroen E-C3 with a range of about 320 km (at full charge).

While the price for E-C3 is expected to be unveiled later, the pre-bookings will start on January 22 and the vehicle will be available in Citroen showrooms from next month.

## 'WITH THE TREND'

"We are moving with the market trend and there is definitely a shift towards quality and affordable electric cars in India... It's developed in India to make it affordable for the prospect-



**NEW AVATAR.** Roland Bouchara (left), Stellantis India CEO, and Saurabh Vatsa, Citroen India Brand Head, at E-C3's launch in Chennai on Monday

ive buyers in India," Roland Bouchara, CEO & MD, Stellantis India, told *businessline*. E-C3 will accelerate 0-60 kmph in 6.8 seconds and will have a top speed of about 107 kmph. The company has tied up with Jio-BP, which is building EV charging ecosystem.

Bouchara said the company would initially be importing electric powertrains and battery cells from its Chinese supplier, but it will be keen to look for local suppliers. "Localisation is a key part of our long-term growth strategy in India," he added.