

# Toyota launches Urban Cruiser Ebella, entering India's electric vehicle market

AKBAR MERCHANT  
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**TOYOTA KIRLOSKAR MOTOR** has rolled out the Urban Cruiser Ebella SUV, its first battery-electric vehicle (BEV) for India, with bookings now open and a price announcement expected in the coming weeks. Rather than chasing early scale or aggressive pricing, Toyota says it wants to address customer anxieties that continue to slow EV adoption beyond early adopters.

"Our focus is on reducing anxiety, around range, service readiness and resale value, because confidence is what will



Vice chairperson of Toyota Kirloskar Motor Manasi N Tata with Tadashi Asazuma, deputy MD, sales-service-used car (left) and Sabari Manohar, executive vice president, sales-service-used car during the launch of Urban Cruiser Ebella SUV on Tuesday

drive sustained adoption, not speed," said Vikram Gulati, executive vice-president, corporate affairs & governance, Toyota

Kirloskar Motor.

The Urban Cruiser Ebella comes with a 61 kWh battery offering a certified range of 543

km for the highervariant, which Toyota believes is sufficient for urban-centric usage. The company's internal studies show that nearly 90% of EV users charge at home, mostly overnight, underlining the importance of convenience and reliability in everyday use.

Ahead of announcing prices, Toyota is prioritising ecosystem readiness by strengthening its service, charging, and support network. It has enabled more than 500 workshops capable of working on electric vehicles, trained around 2,500 technicians, and expanded roadside assistance coverage.