# Ampere Magnus GMax Begins the Ultimate Endurance Ride - Sets Out on a ~4,000 km ride from East to West of India

*The Ultimate Endurance Ride is a Sunrise to Sunset journey from India's easternmost point in Dong, Arunachal Pradesh, to westernmost point in Guhar Moti, Gujarat, testing the scooter across different terrain and weather conditions India has*

**Bengaluru/New Delhi, 08 September 2026:** On this World EV Day, Ampere, the electric two-wheeler brand of Greaves Electric Mobility, has embarked on **the Ultimate Endurance Ride - a ~4,000 km test of the Ampere Magnus GMax from India's easternmost sunrise point in Dong, Arunachal Pradesh, to westernmost sunset point in Guhar Moti, Gujarat**. Ridden by Girish Seth of Weekend on Wheels, the 15-day journey will traverse 8 states, taking the scooter across high-altitude mountain roads, highways, urban stretches, heat, humidity and challenging terrains. Over these 15 consecutive days the Ampere Magnus GMax will face a temperature swing of roughly 20° from around 15°C in the humid, monsoon-hit conditions of Dong to over 35°C in the Gujarat heat - descent of over 1,200 meters from Dong to sea level, and five distinct terrain types - rocky mountain passes, forested hill roads, smooth national highways, dense urban city stretches, and the coastal/salt-flat terrain near Guhar Moti. Every kilometer, every charge and every reading will be recorded.

The expedition brings Ampere's **"Built for Bharat" philosophy to life**. India is not one kind of road, one kind of rider or one kind of riding condition - and scooters built for that reality must prove it in the conditions themselves. The Ultimate Endurance Ride takes this philosophy to the road, putting the Ampere Magnus GMax to the test across ~4,000 km across 8 states, from the cold, steep terrain of Arunachal Pradesh to the hot and long stretches of Gujarat. Along the way, the scooter will showcase how its **Next Gen LFP battery which offers 2,00,000 km battery life, dual frame chassis and NxG.io smart technology** come together to deliver durability, reliability, endurance and connected intelligence.

Speaking about the expedition, **Mr. Vikas Singh, Managing Director, Greaves Electric Mobility Limited**, said, *"At Ampere, 'Built for Bharat' is rooted in a simple belief – India is not one kind of road, one kind of rider or one kind of riding condition. It is a country of immense diversity, and our products need to be built with that reality at their core. The Ultimate Endurance Ride takes that belief and tests it. Over ~4,000 km from Dong to Guhar Moti, the Magnus GMax will be put to test the durability, reliability and intelligence capabilities across challenging weather and terrain conditions our customers will ever use. This journey is about demonstrating that when technology, reliability and performance are built around Bharat, electric mobility can become a truly smart ride for India."*

The expedition will also make key stops in Patna, Varanasi and Jaipur, creating opportunities for engagement with Ampere's dealer network, riders and local stakeholders, while taking the Built for Bharat story into different parts of the country. The completion of the expedition will mark another milestone in Ampere's effort to demonstrate, why the Ampere Electric Scooters are Bharat Ki Smart Ride.

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**About Greaves Cotton Limited:**
With a legacy of over 167 years, Greaves Cotton Limited is a diversified, future-ready engineering company delivering innovative and sustainable solutions to customers across key sectors. Renowned for its precision engineering and technology leadership, the Company's growth strategy is anchored on three core dimensions: accelerating its core businesses, building new muscle onto the core, and expanding into new horizons across Energy Solutions, Mobility Solutions, and Industrial Solutions.

As one of India's largest manufacturers of single-cylinder diesel engines, and a pioneer in introducing them for microcar applications in the European market, Greaves continues to reinforce its commitment to accessible, efficient, and reliable mobility. Guided by its purpose of 'Empowering Lives', Greaves is committed to providing reliable products, sustainable technology, and customer-centric solutions. With its strong engineering foundation and continuous innovation, the Company aims to enable people, businesses, and communities to progress with confidence in a future rooted in engineering excellence and driven by efficient energy.

The investee companies of Greaves include Greaves Electric Mobility Limited (GEML) with its diverse portfolio of electric 2 & 3 wheelers for passenger and cargo mobility, and Greaves Finance Limited (GFL) with ev.fin, a 100% EV focused NBFC that leverages cutting-edge technology to offer customised financing options & seamless buying experience. Both these businesses play a significant role in accelerating EV adoption in India.

For more information, visit- www.greavescotton.com

**About Greaves Electric Mobility Limited:**
Greaves Electric Mobility Limited (GEML), the electric mobility business of Greaves Cotton Limited (GCL), is one of the first companies in India to focus on the evolving market of electric vehicles ("**EV**") and has been among the frontrunners at driving EV adoption in the country. With over **17 years** of experience designing and manufacturing electric vehicles, GEML serves both the electric 2-wheeler and 3-wheeler segments. GEML along with its subsidiaries, operates three manufacturing plants located in Hyderabad, Noida, and Ranipet. The company supports its network through 400 dealer touchpoints across India, ***thereby aiming*** minimal downtime and ***enhanced customer experience***. GEML holds 8 India Book of Records* and 1 Asia Book of Records* titles, ***reflecting its focus on technology and design led innovative & durable mobility solutions***. Subsidiaries MLR Auto Limited and Bestway Agencies Private Limited help extend GEML's market presence. Committed to affordability and sustainability, GEML provides clean mobility solutions contributing to India's shift toward electric transportation.

***India Book Of Records:**

1. *https://indiabookofrecords.in/longest-journey-by-a-city-speed-family-electric-scooter/*
2. *https://indiabookofrecords.in/first-electric-scooter-to-complete-10000-kilometers-in-a-single-journey/*
3. *https://indiabookofrecords.in/maximum-towns-cities-covered-by-an-electric-scooter-from-kashmir-to-kanyakumari/*
4. *https://indiabookofrecords.in/biggest-electric-scooter-brand-logo-drawn-on-the-white-sands/*

5. *https://indiabookofrecords.in/first-electric-scooter-to-tow-a-pickup-truck/*
6. *https://indiabookofrecords.in/longest-distance-covered-by-electric-3-wheeler-on-single-charge/*
7. *https://indiabookofrecords.in/longest-distance-covered-on-a-single-charge-by-an-electric-3-wheeler/*
8. *https://evindia.online/news/ampere-nexus-shatters-limits-first-ev-scooter-to-conquer-13200-ft-shipki-la-pass*

***Asia Book of Records:**

1. *https://auto.hindustantimes.com/auto/electric-vehicles/ampere-nexus-enters-asia-book-of-records-with-kolli-hills-ascent-41770382115989.html*

**For more information, please visit:**
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**Note:**
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