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EV leader Terra Motors and global clutch manufacturing giant F.C.C Corporation form a joint alliance for innovation in the light mobility market

[India] : Leading EV venture Terra Motors and global leader in clutch manufacturing F.C.C Corporation (Japan) come together for joint research and development in the light mobility segment. The collaboration aims to co-create products and parts for futuristic electric vehicles globally and with India as the base. F.C.C is a global market leader in motorcycle clutches, their production system consists of 22 manufacturing facilities covering more than 10 overseas countries while being headquartered in Japan.

For Terra Motors R&D is topmost priority especially for emerging markets like India where it has a stronghold in the 3-Wheeler (3Ws) EVs. The Government of India is aggressively implementing measures to expand the use of EVs to address social issues such as air pollution and decarbonization, as well as to promote economic growth. Therefore, the light-mobility market is experiencing rapid EV expansion. With this background, Terra Motors, which has acquired and maintained the largest share of the three-wheeled EV market in India, aims to establish a new industry, "the fusion of e-mobility and digital technology," by creating an unprecedented sustainable value for e-mobility through a co-creation business development model and providing it to society. The collaboration comes in the light of Terra Motors' active work towards building the foundation for a sustainable mobility industry globally. Called - "Terra Motors Next" - the focus of the brand is to build an ecosystem for e-mobility in India and globally for greater good of the society.

F.C.C. is a leading manufacturer of clutches for motorcycles and automobiles and is expanding its business globally. In India, the world's largest market for motorcycles, F.C.C. has more than 60% of market share and business base. They are expecting expansion of electric vehicles not only in the 4Ws market but also in the 2Ws market in the future. They have been working on the development of electric power units for light mobility. Talking about the alliance, President: Yoshitaka Saito said "We have decided that we can contribute to Japan's technological innovation on a global scale by combining the strengths of our company. Terra Motors, which has an e-mobility business base in India, and F.C.C., which has advanced technological capabilities and a proven track record in Asia. The joint development includes the

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development of an electric power unit suitable for the market, aiming to accelerate the commercialization of light mobility together, and to respond to the future shift to EVs in the Asian region”

Adding to this, CEO of Terra Motors India, Akihiro Ueda said, “In building a business foundation in Asia, we will provide two customer values: EV bodies that are more economical than gasoline vehicles" and "brand value that evokes a new lifestyle. To this end, we aim to increase new business value through co-creation with services and businesses, such as the advancement of vehicle technology, the improvement of convenience through innovative IoT, and shared mobility. We are aiming to increase new business value through co-creation with services and businesses, such as shared mobility. In the midst of the global "decarbonization" trend, we will contribute to the realization of a sustainable and affluent society as a next-generation transport platform by EVs.”

The Government of India has set a target of 30% of vehicles sold to be electric by 2030. Electric vehicles will help Indians reduce their dependence on fossil fuel driven mobility. Numerous states in India are offering electric vehicle buyers’ exemption of registration fees and road tax. While these numbers hold true for 4Ws, the ripple effect will be felt across 2Ws, 3Ws, and other traditional mobility solutions.





No1 Electric Vehicle Company From Japan

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