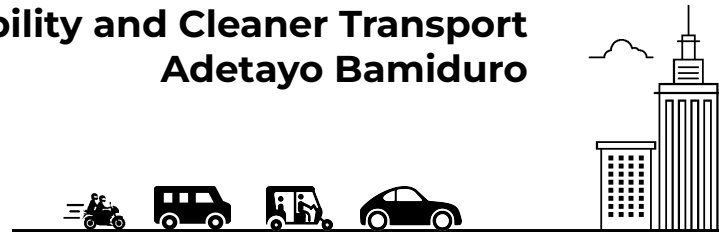
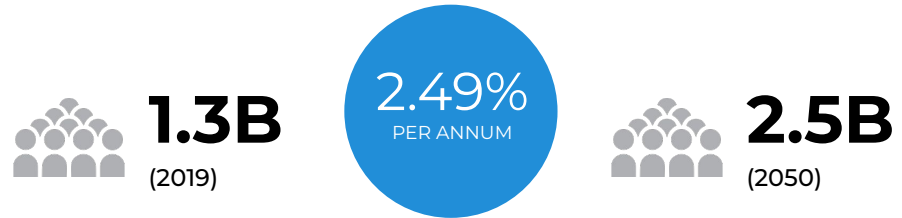
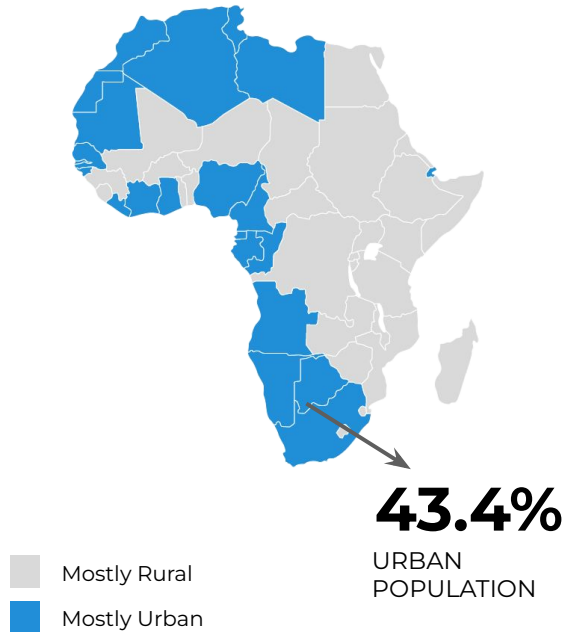


Accelerating Electric Mobility and Cleaner Transport Adetayo Bamiduro

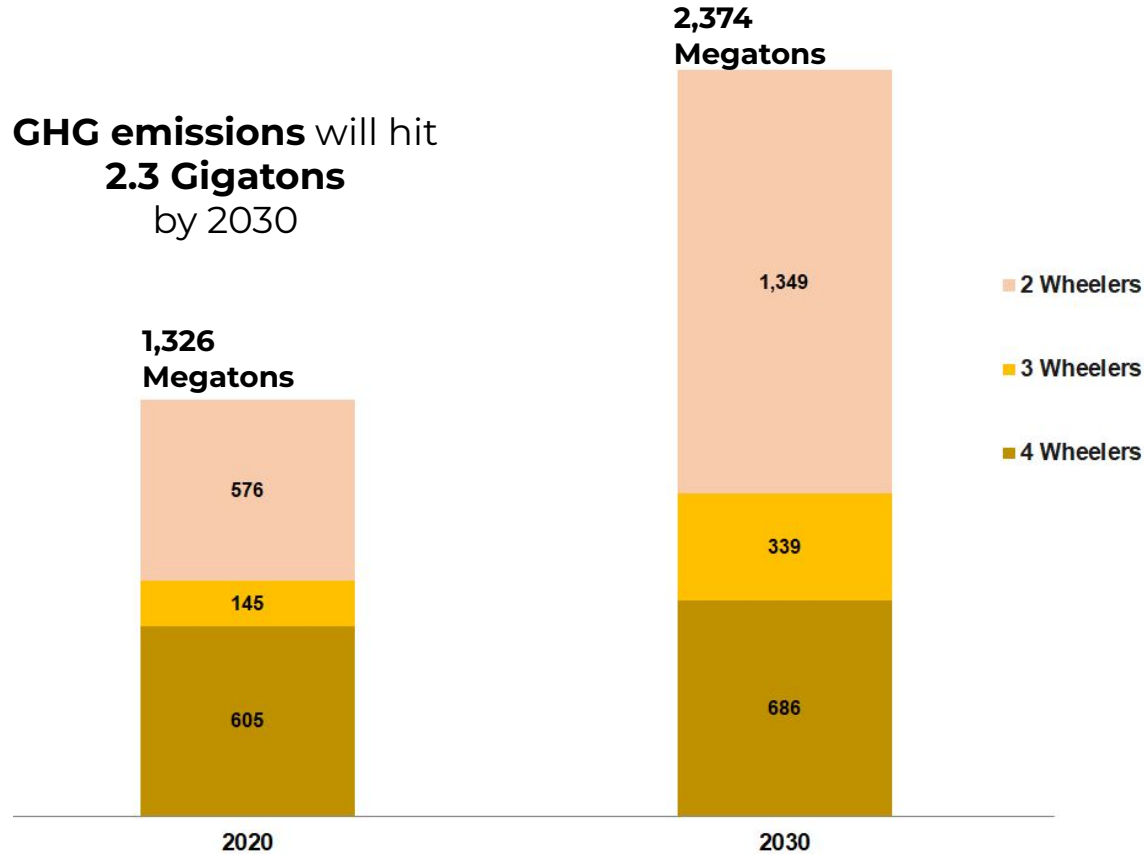


Where is Africa's Population Heading?



Source: [Our world in data](#)
[Worldometers](#)

2 & 3 Wheelers are Accelerating GHG emissions in Africa



MAX's Vehicle Subscription business model to the rescue!

Electric Vehicles (EV)



Service bundle



Financial products



EVs initially launched in 2020¹



E2W and E3W samples

MAX M3 2-wheeler



MAX T1 passenger e-tricycle



MAX T1 cargo e-tricycle



MAX M3 Long Range



Product Details

- **Speed: 85km/h**
- **Range: 120km - 160km**
- **Fast Charging Time: 3.50 hours**
- **Voltage Platform: 72v**
- **Battery Rating: 5.47kwh**
- **Motor Rating: 3.8kw**

M3 Battery Long Range



Product Details

- **Voltage Platform: 72v**
- **Battery Rating: 5.74kwh**
- **Weight: 36kg**
- **Battery Composition: NCM (Farasis cells)**

Battery Swap Station (BSS)



- **Range: 800km**
- **Charging: 6 M3 Batteries**
- **Fast Charging Time: 2.50 hours**
- **Dimension : 108.5*78*184cm**
- **Energy Consumption: 4.5kwh**

Design considerations for EVs and EV infrastructure in Africa

MAX M3 e-motorcycle



MAX are co-owners* of the **Intellectual Property** behind the design of the M3 (3rd Gen.)



Reinforced suspension, improved ground clearance, etc. making it **ideal for Africa**



MAX provides OEMs **essential data** to improve design for African users



Advanced battery swapping tech



Battery swapping station placement determined by:

- Tracking data to capture areas with greater traffic
- Ease of energy sourcing

Two deployment models:

1- Build and own the swapping stations

- Partnership with energy suppliers
- Energy cost included in COGS

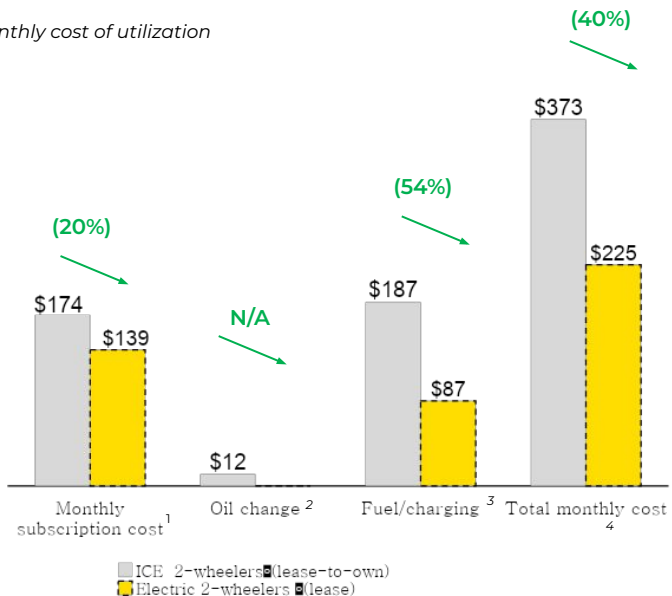
2- Partners builds the swapping station

- Revenue sharing between MAX and partner
- MAX does not incur any capex nor energy costs

EVs offer a strong value proposition to commercial taxis

With clear unit economics

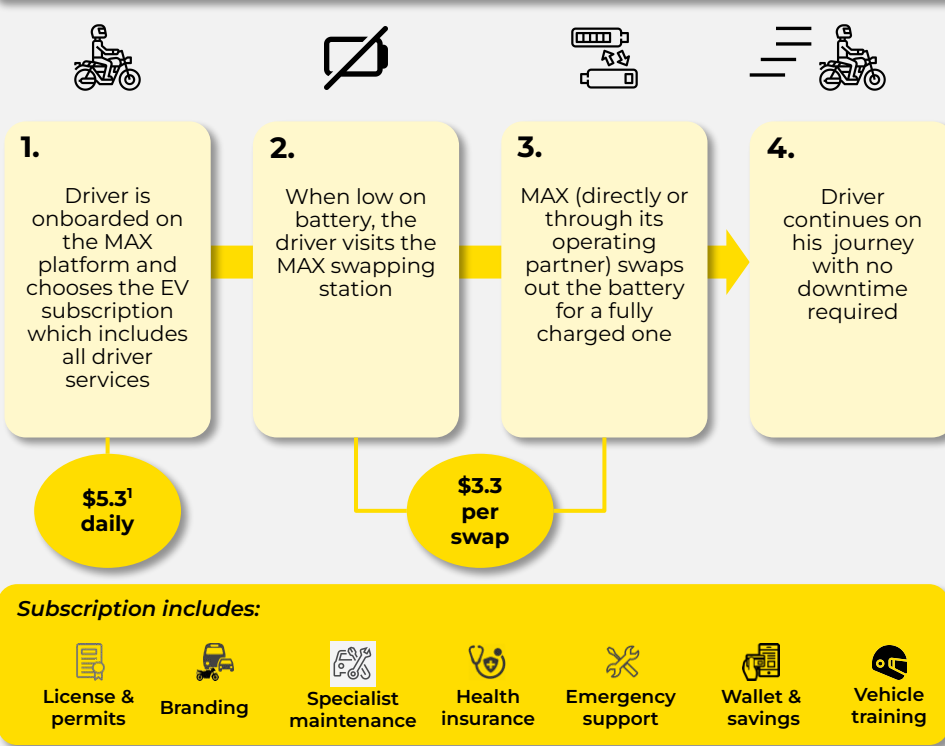
Monthly cost of utilization



EV 2Ws have a 40% average lower cost than ICE 2Ws



Note: both ICE 2Ws and EV 2Ws are on a lease-to-own model



And an easy model for its champions


















EV vs ICE | Performance

Duration **30 Days**

IMEI	STATUS	DISTANCE (KM)	TRIP COUNT	AVG SPEED	ACTIVE TIME	ODOMETER (GPS RECORDINGS)	DATA
EV 1		606.34	179	77 Km/Hr	363Hrs 43Mins	705 Km	View Here >>>
EV 2		838.06	281	82 Km/Hr	389Hrs 56Mins	812 Km	View Here >>>

IMEI	STATUS	DISTANCE (KM)	TRIP COUNT	AVG SPEED	ACTIVE TIME	ODOMETER (GPS RECORDINGS)	DATA
ICE 1		645.80	202	67 Km/Hr	330Hrs 16Mins	685 Km	View Here >>>
ICE 2		724.30	246	78 Km/Hr	342Hrs 34Mins	854 Km	View Here >>>

Recommendations & solutions to EV deployment challenges in Africa

Challenges across the EV value chain	Criteria	MAX solution
 EVs not adapted to current road infrastructure and African users	 Adequacy	MAX has designed and developed the M3 e-motorcycle by adapting the EV to the terrain and the needs of African drivers 
 Lack of charging infrastructure	 Infrastructure	MAX is deploying charging stations with the capacity to charge simultaneously 20-40 batteries 
 High upfront cost of EV	 Affordability	Subscription model allowing drivers not to bear significant upfront cost and ultimately benefit from cheaper solution on a lifecycle basis 
 Lack of technical know-how for maintenance	 Maintenance capability	MAX is partnering with garages with the ability to navigate e-motorcycles maintenance 
 Lack of access to reliable and clean electricity for charging	 Electricity supply	MAX is partnering with renewable energy providers to ensure charging stations are powered by green energy in countries with a low share of renewable energies in the power mix 

Connect with us



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