

JBM Cadmium Accelerates Europe's Transition to Green Mobility Launches all Electric City Bus – **ECOLIFE** at UITP, Hamburg 2025

- ~ Upto 400kms range on a single charge ~
- ~ Supports ultra-fast charging ~
- ~ Recyclable seats, made out of recycled materials ~
- ~ Fabrics crafted out of recycled yarn ~
- ~ JBM Cadmium EV has set up its European headquarters in Frankfurt, Germany~
- ~ Partners with KazenMaier as its German Leasing partner to deploy over 100 electric buses~

June 16, 2025 | Hamburg, Germany: JBM, a global leading electric bus manufacturer and EV Ecosystem player launched its all-electric city bus - **ECOLIFE** today at the ongoing UITP Summit 2025 in Hamburg, Germany. This also marks JBM Cadmium's foray into the European Union region with an array of products & solutions specifically tailored towards providing end-to-end e-mobility ecosystem solutions. The bus was unveiled by Mr. Nishant Arya, Vice Chairman, JBM Group. JBM Electric Vehicles is the flagship company of the \$3.0 billion global conglomerate, JBM Group.

As part of its strategic expansion into the European market, JBM has partnered with KazenMaier as its preferred German leasing partner. This partnership marks a significant milestone in JBM Cadmium's commitment to sustainable mobility solutions, with KazenMaier set to cooperate with JBM EV in providing end-to-end EV Ecosystem solutions for the German market.

Speaking at the occasion, **Mr. Nishant Arya, Vice Chairman, JBM Group** said, " Our mission is to decarbonize public transport by creating new and sustainable global benchmarks. At JBM cadmium we believe that creating vehicles that seamlessly blend innovation, sustainability and use mobility solutions are not just about reducing carbon footprints—they are for individuals and communities by making transportation smarter, safer, "This year we have successfully completed a decade in the public mobility space. We envision to serve over 20 billion passengers and clock 3 billion e-kilometres in next 3-4 years, delivering safe, reliable and unforgettable experiences to the world", he further added.

Mr. Max Nastold, CEO, Kazenmaier Leasing said, "As a leasing company with a strong focus on green asset financing, we found in JBM EV help build the ecosystem for the future of mobility. Our vision is to finance with JBM cadmium we've found the right partner for this mission. Together, we are driving sustainable mobility in public transport. The key lies in the turnkey solution that combines the bus, charging infrastructure, and leasing. JBM's technology and our leasing expertise ensure easy access to zero-emission bus solutions."

JBM EV's SDG Focus



DESIGNED TO OUTPERFORM

- Zero tail pipe emission
- Upto 400km range on a single charge
- Best-in-class per km power consumption for higher savings
- Modular battery packs to suit different routes
- Ultra-fast charging for better operational efficiency
- High efficiency lithium-ion batteries with thermal management system
- Permanent magnet synchronous motor with high torque and power
- BMS & VCU logic to enhance vehicle health, safety and performance
- Regenerative braking system for enhanced range
- Interiors designed with recycled materials

In a strategic move to strengthen its European operations, JBM Cadmium has established its European headquarters in Frankfurt, Germany. This hub will serve as the company's central base for marketing & sales, aftersales, operations and partnerships across the EU. The European business is led by Mr. Daniel Frade, Director - Sales, Marketing & After Sales – Europe, a seasoned industry expert who brings deep experience in mobility solutions and international market development.

JBM's disruptive EV Ecosystem – **JBM E-Verse** encompasses in-house capabilities in fast charging infrastructure, efficient Lithium-ion batteries, power infrastructure and a network that ensures zero downtime. The E-Verse demonstrates the company's commitment towards providing end-to-end e-mobility solutions, designed in India for the world.

JBM Cadmium brings to the table an extensive experience of 11000 electric buses deployed and under execution in various geographies across the globe. The company has set up the world's largest (outside China) dedicated integrated electric bus manufacturing facility, located in India, with an annual production capacity of 20,000 electric buses.

Over the last 5 years, JBM Cadmium electric buses have clocked 165+ million e-kms having catered to over 1 billion passengers having saved over 350+ mn litres diesel and 1+ billion kgs CO₂ till date. The company has pledged to clock over 3 billion e-kms and catering to 10+ billion passengers in next 3-4 years. JBM Cadmium electric buses homogenized to European standards have been designed around the core product ethos of Safety, Performance and Passenger Comfort.

JBM Cadmium's product and capability showcase at the UITP Summit this year is in true conformance with the company's Net Zero 2040 commitment. Aptly aligned with the United Nation's Sustainable Development Goal #3 - Good Health & Well Being, SDG#9 - Industry innovation & infrastructure, SDG#11 - Sustainable Cities & Communities and SDG#13 – Climate Action, the company has also showcased **JBM E-Verse**, an indigenously designed EV ecosystem platform.

Safety – Our Top Priority:

JBM Cadmium *ECOLIFE* is equipped with the proprietary Advanced Driver-Assistance System (ADAS) technology that assists the driver detect obstacles and checks driver errors for utmost safe transit. A host of other additional safety features include, Advance Emergency braking system (AEBS), Forward vehicle collision warning systems (FVCWS), Lane Departure Warning System, Pedestrian and cyclist collision warning (MOIS), Blind spot detection, protection of vehicle against cyber-attack, Intelligent Speed assistance, alcohol interlock installation facilitation, driver drowsiness, attention warning and advance driver distraction warning and Fire detection & suppression system FDSS, 360 degrees camera, etc.

The *ECOLIFE* citybus comes with a light weight monocoque full stainless steel body structure and equipped with state-of-the-art features including Intelligent Transport System as per EU norms, advanced telematics giving 24x7 access to vehicle's state of health amongst host of other features.

JBM has been a pathbreaker in the e-mobility segment and has redefined public transportation through its best-in-class, modern and technologically superior electric buses that have established benchmarks in passenger comfort, safety, affordability, and innovation, reflecting the key ethos of JBM Cadmium products. All the four types of buses are equipped with a series of customisable options and adaptable features.

About JBM Cadmium (P) Ltd.

JBM Cadmium (P) Ltd., part of the \$3.0 bn Indian conglomerate, JBM Group, is the leading electric bus and EV ecosystem player globally. The company specialises in manufacturing ultra sophisticated and technologically superior zero emission electric buses that have established class leading benchmarks across various geographies globally. JBM Cadmium EV is spearheading the global shift towards electric mobility and the company currently offers an extensive portfolio of e-buses ranging from city, intercity, luxury coach, staff, school, tarmac and special purpose vehicles. For more info, please visit www.jbmtesco.com

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