

Pinnacle Industries partners with Cityflo for the interior design of their new proprietary bus

Reveals the first of its kind new proprietary bus design for urban Indian commuters

Mumbai, 15 June 2022: Pinnacle Industries, India's only integrated commercial vehicle seating & interiors company offering end to end solutions for commercial vehicle OEMs across the ICE and EV space, is once again leading the way as they partnered with Cityflo, Mumbai's app-based commute company, to design, develop and manufacture the seating & interiors of their new proprietary bus. This is a first-of-its-kind-in-the-country bus design built specifically for urban Indian commuters. Cityflo aims to add 1,500 such new buses which will service 1 Lakh customers in the next 2 years.

Pinnacle Industries is India's leading automotive interiors, seating systems, EV components, speciality vehicles, railway seating, and electric vehicles company. The design and manufacturing process for the Cityflo bus took almost 2 years to complete and saw the coming together of key mobility industry stalwarts to create the next edition of buses. Pinnacle Industries worked on the design, development and manufacturing of seats, interior trims panels, luggage racks, driver partitions/magazine holders, umbrella holders, roof, flooring & ambience lighting for the new, proprietary bus.

The design, development, and manufacturing of the interiors of Cityflo's new proprietary bus were done by Pinnacles Industries. Based on exhaustive customer research within the Cityflo customer base, three prototypes of the seat were created before arriving at the final seat form, which considered customer behaviour onboard the bus. The bus was built with various iterations to meet the required standard & expectations using the Bharat Benz chassis. The existing bus interior was completely redesigned and converted to the new look accordingly.

Speaking on the partnership, Mr. Arihant Mehta, President, Pinnacle Industries Limited, highlighted, *“Our partnership with Cityflo ensures the best comfort for the passengers’ commute. This collaboration strengthens our goal of positioning Pinnacle Industries as the leader in the commercial mobility space. I am confident that both Pinnacle & Cityflo will provide much more enhanced transportation for Indian roads.”*

Speaking on the collaboration, Vipin Joe, Creative Head, Cityflo said, *“Our partnership with Pinnacle Industries was instrumental in designing a customer experience that was truly unique to the Cityflo customer. With their expertise in developing automotive interiors and seating systems, Pinnacle provided us with the best resources in designing, prototyping and manufacturing based on our brief. Our collaboration with them carries on as we continue to test and improve our interiors.”*

The new ergonomic seat profile has an adjustable neck rest with memory foam cushions, stiff lumbar support, individual charging ports per passenger, a centre armrest between seats and an intuitive reclining and seat sliding mechanism for a more seamless experience in a shared commute.

Apart from the seat itself, the overhead luggage rack has been redesigned to increase headroom and enhance the perceived volume in the bus. The aesthetics and environment of the bus have also seen a face-lift with the incorporation of a more premium colour palette, sturdier materials, and ambient lighting to induce a calm, comfortable and relaxed surrounding.

About Pinnacle Industries:

Started in 1996, Pinnacle Industries Ltd. is India's leading automotive seating, interiors and special application vehicles company. Pinnacle Industries has continuously expanded its product range through investing in its employees, clientele, and technology partners, with the group today employing over 3000 people in India, Spain & USA.

About Cityflo:

Cityflo is an app-based bus service that provides a comfortable and stress-free commute experience for professionals in Mumbai. Cityflo was founded in May 2015, which started with the vision of solving commute problems in metropolitan cities by providing a simple, affordable and convenient bus service as an alternative. Over the years, it has matured into a high quality, safe and comfortable commute experience for the busy Mumbaikar.

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