

Press Release

## **INDIA GETS ITS FIRST EVER PREMIUM PIAGGIO GROUP CONCEPT STORE: THE MOTOPLEX**

***The One Stop Lifestyle Store for Piaggio Group's Extended Portfolio - Vespa, Aprilia and Moto Guzzi - Opens in Pune, Maharashtra.***

**National, Tuesday, November 3, 2015** – Piaggio India celebrates the grand opening of its first Motoplex flagship store.

The sprawling Motoplex store opened its doors in Pune on November 3rd 2015 in the presence of Mr. Stefano Pelle, Managing Director, Piaggio India. It is Southern Asia's first concept store of its kind launched in India. The Motoplex flagship store is an innovative retail concept, aligned with the new global in-store experience the Piaggio Group is developing in major metropolitan areas around the world with the Motoplex multibrand stores that the Group has recently opened in cities like Milan, New York City, Shanghai and Beijing.

The new Motoplex store will offer Piaggio consumers the Group's most prestigious brands – Vespa, Aprilia and Moto Guzzi – under one roof. It is in fact a premium lifestyle experience, a tribute to the most important brands of the Group and the millions of customers, owners and fans who own these brands around the world.

Motoplex promises to be more than just a regular dealership outlet. It will represent the grand legacy and premium quality products that come along with some of Italy's and the world's most iconic scooter and motorcycle brands. The Pune Motoplex aims to be a true "home" for all two-wheel enthusiasts, for those who have a passion for Italian bikes in their hearts, and it is conceived to provide a relaxing break during an otherwise hectic day with other enthusiasts in a unique environment.

Mr. Stefano Pelle, Managing Director of Piaggio India said, *"We are very happy to launch South Asia's first Motoplex store in India. The Motoplex store is a futuristic concept that enables a dealer to leverage more brands and products within the same retail space. The*

*Motoplex formula is the realization of the broader vision of the Piaggio Group in the field of offering its vehicles and developing a closer relationship with its customers and potential customers. Not only is this a showroom for Vespa, Moto Guzzi, Aprilia and Piaggio motorcycles and scooters, but it is also a fascinating experience of the renowned style, technology and heritage of two-wheeled vehicles which are proudly 'Made in Italy'. We'll launch more of these stores in the future, all over the Subcontinent".*

Piaggio Group's industrial and commercial presence in Asia has continued to grow in recent years. The company is further strengthening its foothold in India with the Motoplex launch.

**About Piaggio Vehicles Private Limited:** Based in Pune, Maharashtra, and with world-class state-of-the-art production plants in Baramati where it manufactures the iconic Vespa alongside its wide range of 3- and 4-wheeled commercial vehicles, Piaggio Vehicles Private Limited (PVPL) is a 100% subsidiary of the Piaggio Group. PVPL commenced its India operations in 1999 with the launch of the Apé, which quickly became India's favourite three-wheeler brand.

**About Piaggio Group:** The Piaggio Group ([piaggiogroup.com](http://piaggiogroup.com)) is the largest European manufacturer of two-wheel motor vehicles and the only Western global competitor in its sector.

The Group is also a major international player on the commercial vehicle market with the Apé and Porter brands.

The Piaggio Group product range in the motorised two-wheeler sector includes scooters and motorcycles from 50cc to 1,400cc marketed under the Piaggio, Vespa, Gilera, Aprilia, Moto Guzzi, Derbi and Scarabeo brands.

The Piaggio Group brand portfolio contains some of the most distinguished and historic names in the two-wheeler industry: these include not only the Piaggio brand but also Gilera (founded in 1909) and Moto Guzzi (founded in 1921), Aprilia (which in just over twenty years has established itself as one of the world's most successful vehicle manufacturers in world motorcycle racing championships) and Vespa, the extraordinary two-wheeler that has come to be regarded as "the" scooter. With more than 18 million vehicles produced since its debut in 1946, the Vespa is an incredibly long-lasting market success as well as one of the best known icons of Italian style and technology in the world.

The Piaggio Group has a formidable record in motor-racing, with extraordinary names such as Aprilia, Moto Guzzi, Gilera and Derbi that have gone down in sport history. Together, these Piaggio Group brands have won a total of 104 world titles.

**About Vespa:** Piaggio invented the Vespa in 1946. An extraordinary success in the worldwide two wheeler market, Vespa was launched in India in April 2012. Vespa is the expression of a unique and distinctive lifestyle, an icon for mobility on two wheels throughout the world. The timeless success of Vespa is tied to its extraordinary historic and iconographic wealth. The brand comes with a strong following and a set of deeply-felt values that are linked to the Italian spirit, “La Dolce Vita” and an appreciation of beauty. On the strength of its heritage, Vespa offers vintage and modern styling, breakthrough technology and an extraordinary brand image.

**About Moto Guzzi:** Established in 1921, Moto Guzzi is the second-oldest continuous manufacturer of motorcycles. Part of Italian and the global motorcycle history, Moto Guzzi is synonymous with biking aristocracy and has been for 90 years. Hand built in the factory in Mandello del Lario (Como, Italy), Moto Guzzi is distinguished by the craftsmanship with which each component is assembled. It is this attention to detail that makes every Moto Guzzi unique, with an emphasis on the strong personality of the passionate and exclusive clientele.

**About Aprilia:** Aprilia has always been a point of reference in the motorcycling world for the development of the most important technological and stylistic innovations, as well as for its absolute domination in racing results: this unique experience has allowed the brand to win an astonishing 54 world titles, including 38 in MotoGP. In recent years Aprilia has completely revamped its product range, offering award winning models such as the V-4 superbikes, RSV4 and Tuono V4, and powerful V-Twin bikes like the Shiver, the Dorsoduro and the Caponord.



