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**About Piaggio Vehicles Private Limited (PVPL)**

PVPL is a 100% subsidiary of Piaggio & C S.p.A of Italy, which is one of the global leaders in two-wheelers. Piaggio invented the Vespa in 1946 and later pioneered the apé, the three-wheeler in 1947. PVPL commenced its India operations in 1999 with the launch of apé, which became India’s favorite three-wheeler brand in a short span of time. apé vehicles are engineered for higher fuel efficiency, rugged performance and outstanding load carrying capability. Living up to Piaggio’s core philosophy, all PVPL vehicles conform to the most stringent quality and environmental standards and offer extraordinary value for money.

With an aggregate market share of 38% in the 3W industry (57% of the 3W cargo segment and 33% of the 3W passenger segment), PVPL has firmly established its position as an undisputed leader in the diesel 3W Indian market. With a satisfied and growing customer population of over 1.3 million, PVPL is poised to further consolidate its market dominance. Today, over 300,000 tons of cargo is transported daily across the country on the apé.

PVPL has an efficient network of over 700 touch points across India, providing world class Customer Care. The company is now set to introduce Vespa range of two wheelers in the country. For more information on the company, please visit: www.piaggio.co.in