

NEW PIAGGIO MP3 300

THE NEW MORE METROPOLITAN VERSION OF THE NEW PIAGGIO MP3 IS COMING SOON, POWERED BY A 300CC ENGINE, WHICH MAINTAINS ALL THE UNPARALLELED QUALITIES OF THE REVAMPED THREE-WHEELED SCOOTER *PAR EXCELLENCE*, MARKET LEADER WITH 150,000 UNITS SOLD

AGILE, LIGHTWEIGHT AND EASY TO RIDE, ALONG WITH HIGH PERFORMANCE AND REDUCED CONSUMPTION FOR THE 300CC ENGINE. MAXIMUM SAFETY THANKS TO THE ABS AND ASR SYSTEMS, EXTREME COMFORT FOR RIDER AND PASSENGER, EXCELLENT CARGO SPACE WITH A BRAND NEW AND UNIQUE STYLE.

PIAGGIO MP3 300 CAN BE RIDDEN WITH A STANDARD CAR DRIVER'S LICENSE

In 2006 Piaggio brought the future to today inventing a new form of transport. With Mp3, Piaggio reinvented city transport. **Piaggio Mp3 is the world's first 3-wheel scooter**, the concrete response to the demand for easy-to-handle, extremely safe city vehicles to get about in the city or reach the city centre from the ever growing suburbs. The two front wheels and the **exclusive patented suspension system** joining them combine the **safety** of a car with the **simplicity** and **practicality** of a scooter and the **fun** of a motor cycle with dynamic riding when turning. Therefore Piaggio Mp3 is able to satisfy a truly global demand: from drivers looking for a more practical yet safe alternative to the experienced motorcyclist able to appreciate the advantages and technical features of a vehicle that has, on its own, created a new market segment of which it is the undisputed leader.

After 150,000 units sold with extraordinary distribution points in the major European cities, **Piaggio launches the new Mp3 three-wheeled scooter range.**

Just a few months after the introduction of the revolutionary Piaggio Mp3 500 the 300 version is coming to the market, particularly suited for quickly manoeuvring through the city. This means that the new Piaggio Mp3 is now available in two different engine sizes, each of which is available in two different versions – Sport and Business – to complete a true family three-wheeled vehicle that is capable of meeting any and all daily mobility needs. The 300cc version maintains all the aesthetic and technical characteristics of the newly revamped Piaggio Mp3 which places it a step ahead of the competition, combining it with a high performance engine and reduced consumption. The **300cc** 4-stroke 4-valve liquid-cooled engine with electronic injection delivers a maximum power of 16.5 kW (**22.5 HP**) at **7,500 rpm**, with a torque output of **23.2 Nm at 6,500 rpm**. These are figures that translate, on one side, into excellent **response in acceleration during constant city stop-and-go riding and on the other into a top speed which is more than capable of handling motorway riding**, guaranteeing the possibility of long range travel in total comfort.

New frame, new body, new functions

The Piaggio Mp3 300 stems from the newly revamped technical platform of the Mp3 500. The Piaggio Mp3 frame has been redesigned with the dual objective of providing, on the one hand, excellent **stability** and **precision** and, on the other, a wider range of uses. The new architecture meets these two important requirements, creating **the best Piaggio Mp3 ever built** in terms of dynamic qualities, safety standards and comfort for rider and passenger. The new space available **improves the ergonomics** and optimizes the use of the space **under seat** for loads.

The careful **complete restyling** adds more comfort on-board. **The seat has become sumptuous:** flat and comfortable for two people to sit on, an improvement on the earlier generation of the Piaggio Mp3. with ergonomic benefits, starting from the **position of the legs, more extended and relaxed.** In particular the **new triangulation handlebars-saddle-footplate** is larger, making riding easier and improving vehicle control. And it's not only the rider who benefits. Conceived as an alternative to the car, the new generation Piaggio Mp3 also provides additional **passenger** comfort: with **increased space**, and a more relaxed sitting position, plus the advantages of a pull-out footplate. The large compartment under the seat, fitted with **12 volt plug, courtesy light and mat**, has been redesigned for additional uses, due to the regular, almost rectangular shape, without indentations or partitions, so every square centimetre can be used, for example to store **two full-face helmets** or a laptop holder. **As before the seat opens electrically with power-assisted shock absorber** for smooth, safe opening. The **flat streamlined tail** for an easily assembled box (just one of the many accessories available), further increasing the already exceptional load capacity of the new Piaggio Mp3.

New safety. The first 3-wheeler with ABS and ASR

Piaggio Mp3 has been the first 3-wheeled scooter. Today, the new Piaggio Mp3 is the **first three-wheeler in the world with ABS brake system** integrated with **ASR** (Acceleration Slip Regulation) traction control.

The **ASR system** is an **electronic traction control device** regulating the driving wheel slippage. The ASR can be switched off simply and it **guarantees safety by preventing the slippage of the rear wheel** on slippery or wet roads and uneven surfaces, for excellent rear tyre **grip** and road holding in all conditions. The Piaggio Group is the first manufacturer to use rear wheel traction control for a scooter, in-house developed technology, based on racing experience and subsequently adapted and built into city vehicles.

The ABS system maximizes active safety preventing wheel blockage under braking and providing full control of the vehicle at all times. Developed specifically for the Piaggio Mp3, it uses a Continental control unit and three channels controlling the three wheels individually modulating only the braking force to prevent grip loss. The new version of the Piaggio Mp3 uses disc brakes on all three wheels, but the **diameter of the front discs has been increased from 240 to 258 mm**, helping to increase power and effectiveness, and reducing the braking distance. Greater safety and a smoother ride are provided by **new larger front wheels with diameter up from 12 to 13 inches.**

This is the resounding success due to the Mp3 **exclusive Piaggio dual independent tilting front wheel technology**, thanks to the four bar linkage

suspension which the leading Group in Europe designed and developed before any other manufacturer in the world to ensure maximum riding pleasure in complete safety. This is **the original project patented by Piaggio**, with a roll mechanism comprising four aluminium alloy arms, fitted on four hinges on the central sleeve and two side sleeves connected to the arms by pins and ball bearings. Inside the side sleeves, the right-hand and left-hand steering tube rotates in a classic single-arm set-up.

The **blocking mechanism of the front suspension**, a distinguishing feature of the 3-wheel Italian scooter, transforms the balance of the Piaggio Mp3 from dynamic to static. Start up the Piaggio Mp3 and it stays in balance on the three wheels without the need for a stand (fitted nonetheless). To resume normal operation accelerate or use the dedicated push button. This means you never need to put your foot in the ground and you can **park the Piaggio Mp3 anywhere, easily and without effort**.

New style

The new Piaggio Mp3 has been given a completely new look, now more modern and elegant with evident hints of a motor car and a car-style refined finish and high perceived quality. The **Style Centre of the Piaggio Group** has completely redesigned the distinctive features, modernizing them and making them even more individualistic. The front **shield** recalls the original model but has a **totally new form**. The **new smoke-grey windshield** provides more protection and can be adjusted to three different heights. **The headlights and indicators are new** with high efficiency daytime lights with 7 LEDs, adapted from the auto industry and modernizing the look of the front of the scooter. **The wheel rims boast a new and elegant 5 split spoke design**: reminiscent of saloon cars and luxury autos.

The handlebars are new as is the complete set of **modern instruments** in two conventional round panels and a **multi-purpose digital panel** with data on fuel consumption (average and current), average and maximum speed, fuel gauge, travel time, ambient temperature and *ice alarm*. The instrument panel also includes a clock, dual mapping of the engine CPU, total and trip counter and battery voltage reader. The 11 lights on the instrument panel display the functioning of the headlights, dipped headlights, indicators, reserve fuel, oil pressure, warning (injection), immobilizer, ABS, ASR and four emergency lights. In the centre part, just beneath the display, a series of 4 warning lights are placed which indicate: roll lock warning, engine shut-down, no roll and hand brake. Push buttons under the handlebars are to open the saddle and switch off the ASR.

Also completely **new is the central portion of the tunnel and counter-shield** now with two anti-impact pads the colour of the saddle in front of the rider's knees. Complete with pull-out hook for bags. The compartment above the instruments now has a drawer and USB connection, ideal for recharging a smartphone and other devices.

The rear zone of the Piaggio Mp3 is very different from the earlier model, with a new body. The line was inspired by the latest generation of Piaggio GT maxi-scooters. The tail is more streamlined and dynamic, elegantly truncated, highlighting the **sports character** of the Piaggio Mp3, reflected in its exceptional road holding and tilt while turning. The surface finish is now smoother, reinforcing the streamlined look of the vehicle, which has a highly dynamic appearance. The **tail stop and position lights incorporate LED technology**. The parcel holder and passenger handle, in aluminium, complete the line of the new, super comfortable saddle.

PIAGGIO MULTIMEDIA PLATFORM connected at all times by smartphone

The sophisticated **Piaggio Multimedia Platform**, available from among the many dedicated accessories for the Piaggio Mp3, illustrated in the catalogue, connects your smartphone to the on-board electronic system, turning it into a multi-purpose instrument, a computer able to display simultaneously data such as **speed, revs, engine power and torque** in real time, as well as **acceleration in a straight line, tilt** in cornering, **average and current fuel consumption, average speed** and **battery voltage** among a host of other functions. A smartphone connected with the **Piaggio Multimedia Platform** can also be used to **display maps and routes** or to find the location, for example, of petrol stations or support services. The **tyre status** control function (only available for Mp3 300 and 500 equipped with the ABS/ASR) synergistically exploits the vehicle's sensors and the iPhone to monitor tyre wear and air, warning the user before any potentially critical situations arise; the function of **general analysis** shows the overall vehicle status.

Two versions different characters, same safety

As before, the Piaggio Mp3 is available in **Business** and **Sport** versions, with dedicated equipment and colour schemes.

Piaggio Mp3 300 Business – sober and elegant

The **Business** version, elegant and city-friendly, characterized by a “**Business**”plate on the rear part of the tail, distinguishes itself through some prestige details, such as the chrome-plated exhaust pipe, the new brown saddle with dual lining, dedicated rear-view mirrors and the finish in gunmetal grey of the central tunnel, the handlebars and the passenger handles. The elegance of Piaggio Mp3 300 Business is highlighted by the two chrome-plated versions available: Bianco Iceberg (White) and Nero Universo (Black).

Piaggio Mp3 300 Sport – sporting and dynamic

The **Sport** version of Piaggio Mp3 300 is distinguished by the “**Sport**”plate on the rear of the tail and the numerous **items with shiny black finish**, such as the protection of the end of the exhaust pipe, the passenger handles, the handlebars and moulding of the central tunnel. The black saddle of the Sport version has a lining in two different materials.

There are three **dedicated colour schemes** for the Sport version of the new Piaggio Mp3 300: Nero Carbonio (Black), Argento Cometa (Silver) and Blu Laguna (Navy Blue).

A complete range of accessories

The range of accessories for the new Mp3 is based on a precise design philosophy: **to provide the maximum on-board comfort and maximum functionality in daily use**, to make the life of the commuter easier with the Piaggio three-wheel scooter.

The large **rear trunk**, which can be unhooked rapidly, with 50 litre capacity, can house two full-face helmets. The upper shield is painted the same colour as the vehicle and has a **comfortable backrest** to make the passenger's ride more enjoyable.

For daily use and in all environmental conditions, **the windshield accessory**, in high quality anti-chip material, guarantees optimum protection from the air and weather. A great deal of care is put into aesthetics, with rods with the same finish as other vehicle details.

In addition the **leg-covering fabric**, an increasingly important accessory for commuters whatever the season and irrespective of the weather conditions, was designed to provide maximum warmth and protection against the rain on the new Mp3. The fabric is designed for the vehicle and for perfect safety, and is stable even at high speeds.

The rider is also protected by a further function of the new Piaggio Mp3: thermal and waterproof protection for the hands, the **Tunnel Bag, placed simply behind the countershield, electronic anti-theft systems** and the **Comfort Gel saddle**, which has gel inserts under the lining to provide maximum comfort to the rider and passenger.

The on-board technology is enhanced by the accessories. Piaggio MP3 can be fitted with the Piaggio Multimedia Platform, to enable dialogue between your smartphone and the vehicle. Piaggio Multimedia Platform is able to manage a huge amount of information relating to the vehicle, useful for the journey.

With the new Mp3 a new range of helmets is available, with hi-tech design, providing safety, comfort and maximum protection.

Helmets in **the PJ line** are new and include interesting technical and stylistic features, with innovative head design and exclusive side fastening and a large, protective visor.

The **breathable interior fittings can be removed and washed.** The PJ range of helmets has two configurations: PJ with dual visor (normal and sunscreen) and PJ1 with recessed sunscreen visor.

The new Piaggio Mp3 300 ABS/ASR - Technical Data Sheet

Engine	Single cylinder 4-stroke
Engine capacity	278 cm ³
Bore x Stroke	75 mm x 63 mm
Power	17 kW (23.1 HP) at 7,250 rpm
Torque	24.3 Nm at 6,250 rpm
Timing system	Single overhead cam shaft (SOHC) with 4 valves and roller tappets
Fuel system:	Electronic injection
Ignition	Electronic with inductive exhaust and variable advance integrated in the injection CPU. Closed loop system with Lambda probe for the exhaust. Electronic immobilizer, block of injection pump when the vehicle is tilted. Traction control (ASR)
Cooling	Liquid
Lubrication	Wet sump
Starter	Electric
Gearbox	CVT with torque server
Clutch	Automatic, centrifugal dry clutch
Frame	Double cradle in high strength tubular steel
Front Suspension	Articulated quadrilateral - Stroke: 85 mm. Electrical and hydraulic plant to block suspension
Rear suspension	Dual hydraulic shock absorber with pre-adjusted spring in one of 4 positions - Stroke: 108 mm
Front brake	Two 258 mm discs
Rear brake	240 mm Ø disc
Front wheel rim	Aluminium alloy 13" x 3.00
Rear wheel rim	Aluminium alloy 14" x 4.50
Front tyre	Tubeless 110/70-13"
Rear tyre	Tubeless 140/60-14"
Length/Width	2,205 mm / 775 mm
Wheelbase	1,490 mm
Saddle height	790 mm
Fuel tank capacity	12 litres (including 1.8 litre reserve)