



PRESS RELEASE

PIAGGIO GROUP: APRILIA RACING AND MONSTER ENERGY SIGN A MULTI-YEAR SPONSORSHIP AGREEMENT

The agreement, announced during the Grand Prix of Italy, launches the partnership from 2026

Milan, 29 May 2026 – Aprilia Racing, the Piaggio Group's (PIA.MI) team, and Monster Energy announce a new, multi-year partnership which, beginning from the 2026 Grand Prix of Italy, sees the two companies share a common path in MotoGP. The agreement represents an important strategic step for the manufacturer from Noale and marks further reinforcement of the 2027 collaboration, when Monster Energy will also take on the role of team title sponsor.

The collaboration between Aprilia Racing and Monster Energy will be highlighted by the presence of the iconic, three-claw logo on the factory RS-GP bikes, on the riders' leathers, and on the team's key assets.

Having a global partner like Monster Energy join the team represents further confirmation of the strength and the ambition of the Aprilia Racing sporting project. At a time of robust growth where the team is one of the key protagonists in MotoGP, this partnership contributes to further consolidating their sporting and technological path.

The fact that Monster Energy is Aprilia Racing's first title sponsor is a source of immense pride. Monster Energy is a global company whose vision matches racing perfectly. Speed, adrenaline, passion, and excellence are distinctive traits of both companies and there is no stronger union than that between those who share the same values.

The partnership arrives at the perfect time for Aprilia Racing. In recent years, the Noale-based manufacturer has undertaken a path of consistent growth in the premier class where, in 2025, they were confirmed as the European manufacturer with most wins in FIM Grand Prix World Championship history. In 2025, Aprilia took its most wins in a single season to date, achieved third place in the riders' championship with Marco Bezzecchi and was second in the manufacturers' championship. This trend has been confirmed once again in 2026, a season in which Aprilia has taken the first three Grand Prix wins of the year, finished on the podium in the first five and taken a first historic podium lockout at the French GP with a 1-2-3 finish. The Aprilia Racing team is also currently leading in the rider standings, in first and second place, and the factory is at the top of the manufacturer and team standings.

MASSIMO RIVOLA – APRILIA RACING CEO

"We are extremely happy to announce this partnership with a global company like Monster Energy, who will be alongside us in 2026 as main sponsor and who will take on the role of title sponsor in 2027. This agreement represents a milestone for Aprilia Racing and the crowning moment of our path of success. For this reason, we are particularly proud of this collaboration which will contribute to further reinforcing the ambition of our project. I would like to thank Monster Energy for the trust they have placed in us, and we will do everything we can to ensure that it pays off as we begin this new chapter together."

MITCH COVINGTON – SVP SPORTS MARKETING, MONSTER ENERGY

"Partnering with Aprilia Racing marks an exciting step forward for Monster Energy in MotoGP. The team has established itself as one of the most competitive and progressive forces in the



championship, and we are looking forward to being part of that journey as it continues to evolve. MotoGP represents the pinnacle of two-wheel racing, and it remains a key platform for Monster Energy to connect with fans globally. Together with Aprilia Racing, we are committed to elevating that connection and contributing to the continued growth and momentum of the sport.”

ABOUT APRILIA RACING

With 306 wins, Aprilia Racing is the European manufacturer with the most wins in FIM Grand Prix World Championship history. The manufacturer from Noale - 100% Made in Italy - has been a consistent worldwide protagonist in racing and in recent years has undertaken a path of significant growth in the top class, culminating in 2025 when Aprilia took its most wins in a single season to date, achieved third place in the riders' championship with Marco Bezzecchi, and finished second in the manufacturers' championship. In 2026, with Marco Bezzecchi and Jorge Martín leading the Championship, Aprilia Racing continues to underline its status as a protagonist in MotoGP thanks in part to the constant evolution of the RS-GP26.

ABOUT MONSTER ENERGY

Monster Energy is a global leader in the energy drink category, renowned for its deep-rooted presence across motorsport, combat sports, action sports and music. Built on a distinctive identity, uncompromising passion and a relentless drive to succeed, Monster Energy partners with the world's most elite athletes, teams and events. The brand is synonymous with performance at the highest level, delivering high-impact experiences that connect with fans around the globe.

For more information:

Piaggio Group Corporate Press Office

Director Diego Rancati
Via Broletto, 13 - 20121 Milan
+39 02.319612.19
diego.rancati@piaggio.com
giulia.amendola@piaggio.com

Piaggio Group Head of Motorsport Communications

Director Antonio Boselli
(+39) 338 9222162
antonio.boselli@piaggio.com
Press Office Aprilia Racing
(+39) 328 4278924
press@apriliaracing.com

Piaggio Group Investor Relations

Director Raffaele Lupotto
Viale Rinaldo Piaggio, 25
56025 Pontedera (PI)
+39 0587.272286
investorrelations@piaggio.com
piaggiogroup.com

Corporate Affairs

Viale Rinaldo Piaggio, 25
56025 Pontedera (PI)
+39 0587.276294
corporate.governance@piaggio.com