

PRESS RELEASE

PIAGGIO GROUP: “VESPA PRIMAVERA”, THE EUIPO RECOGNISES THE THREE-DIMENSIONAL TRADEMARK FOR THE SCOOTER’S SHAPE AND SAFEGUARDS ITS STYLISTIC EVOLUTION

Pontedera, 21 September 2026 - **The Piaggio Group (PIA.MI)** said that on (22) July 2026, the **European Union Intellectual Property Office (EUIPO)** had granted registration of the three-dimensional trademark for the shape of the “Vespa Primavera”.

The registration at European level follows the registrations already obtained in Italy (February 2024) and the UK (November 2025).

The EUIPO approved the application for registration of the three-dimensional trademark for two-wheel vehicles and for scale models, **recognising the distinctive character acquired by the shape of the “Vespa Primavera” through use.** It noted that the Vespa is *“a scooter that has been on the market since 1946, whose public reputation, renown and perception extend well beyond the borders of the European Union”*; a fundamental principle already established by the General Court of the European Union, which had previously recognised the distinctive character of the shape of the Vespa LX.

In its ruling, the EUIPO clarified a key point concerning the stylistic development of the range, stating that the variations do not affect its protection *“as the model to which the application refers may be regarded as an evolution of preceding models, while retaining their distinctive features.”*

Confirming the iconic nature of the shape, the ruling concludes by stating that *“Vespa has been present on the market not only in the European Union but throughout the world for over 70 years. This long-standing use has made it an icon in the motorcycling sector, to such an extent that the target consumers immediately recognise it as indicative of a specific commercial origin. Although the design has undergone some changes over the years, the modifications have not altered its essential characteristics or its distinctive core.”*

With this ruling, the EUIPO consolidates protection of the Vespa’s shape across the 27 EU countries, extending it to all stylistic variations that remain faithful to its distinctive core.

This is a crucial recognition that strengthens the Piaggio Group’s position and provides it with the most comprehensive means of safeguarding the iconic shape of the Vespa, to protect its inimitable silhouette against any possible attempt at counterfeiting.

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