



## THE PIAGGIO GROUP IS PARTNER TO “FESTIVALETTERATURA” ONCE AGAIN IN 2019

SCHEDULED IN MANTUA FROM 4 THROUGH 8 SEPTEMBER. THE PIAGGIO GROUP SUPPORTS ONE OF THE MOST KEENLY AWAITED EVENTS, THE MEETING WITH NOVELIST DAVE EGGERS, SCHEDULED FOR SUNDAY, 8 SEPTEMBER.

ALL THE COLOUR, TECHNOLOGY AND GREEN HEART OF VESPA IN THE POP UP STORE IN PIAZZA MARTIRI DI BELFIORE, WITH FREE TEST RIDES AND GREAT SHOPPING OPPORTUNITIES.

*Mantua, 4 September 2019* - This year, the **Piaggio Group** is once again one of the sponsors of **Festivaletteratura of Mantua**, which will liven up the city of the Gonzaga from 4 through 8 September. Now in its twenty-third edition, the festival consolidates its international dimension thanks to the presence of more than seventy foreign authors.

Of the events which will liven up the Mantua event, Piaggio Group will be partner of the meeting that will be held on 8 September at 4:00 p.m., where the protagonist in piazza Castello will be **Dave Eggers**.

The American novelist, one of the most popular in the world, will be at the festival for the first time and he will be interviewed by Italian writer Paolo Giordano. The author of *A Heartbreaking Work of Staggering Genius*, *The Circle* and the recent *The Parade*, has always had a knack for being ahead of his time in terms of subject matter, posing moral questions that revolve around the clash between the coldly scientific soul and the empathetic human soul. Eggers will meet with Paolo Giordano to tell those in attendance at the Festival about what we have become and where we are headed.

In such a cosmopolitan dimension, the Piaggio Group will be a protagonist, partly thanks to the **Vespa** brand, a true global icon of elegant mobility. In piazza Martiri di Belfiore a **Vespa Pop Up Store** will be set up. It will be a colourful gathering place where many engaging activities are scheduled throughout the Festival from 10:00 a.m. to 7:00 p.m., as well as a well-stocked shop which will make the complete legend of an extraordinary brand available for a fantastic shopping opportunity.

**Vespa Elettrica** will be the protagonist of the Vespa space. The most recent representative of a heritage of style and innovation will be on display as a true work of art on two wheels, a unique combination of classic style with its timeless lines and the most advanced *eco-friendly* technology. However, to the joy of all the fans in attendance, Vespa Elettrica will be available for an unforgettable test ride along the streets of Mantua, a perfect setting for Vespa Elettrica, with its intuitive, easy and pleasant ride, quick speed and range of up to 100 km.