



PRESS RELEASE

VESPA AND MOTO GUZZI AT VOGUE FASHION'S NIGHT OUT IN DOWNTOWN MILAN

SPAZIO BROLETTO SHOWCASES ITALIAN ELEGANCE ON TWO WHEELS.

Tuesday 17 September from 7 p.m., the place to be is the Fashion Cocktail at Spazio Broletto, in Via Broletto 13. Handling the sounds at the Piaggio Group showroom, the “We Are Presidents” DJ Set formed by OZ, Paul and Manuel.

Milan, 13 September 2013 – This year once again the Piaggio Group’s flagship brands will be among the stars at the most exclusive date on Milan’s fashion, style and shopping calendar. The fifth edition of **Vogue Fashion’s Night Out**, organised by the world’s best-known and most authoritative style magazine, will be held in the fashionable streets of the city that has made Italian design famous. **Spazio Broletto 13, the Piaggio Group showroom, will be one of the hotspots for the event.**

Beginning at 7 p.m., Spazio Broletto will welcome “**We are Presidents**”, the DJ trio formed by OZ, Paul and Manuel, to get two-wheeler fans dancing to the techno beat. The three artistes, who come from three different musical backgrounds, will be offering fans and fashionistas the best of their art and music.

With the party mood set, the evening will celebrate the most exclusive and distinguished names in the two-wheeler community: **Moto Guzzi and Vespa**, represented at the Milan event by the remarkable **California 1400** motorbike and the **Vespa 946** scooter: the essence of style and design, symbols of “made in Italy”, inimitable examples of the creativity and technology that have made the Italian motorcycle industry famous around the world.

The **Vespa 946**, the most luxurious Vespa of all time, will be presented to the fashion world in the “Ricordo Italiano” model from the 2013 Collection, available in ultra-chic White or Black. Directly inspired by the models that created the legend, the Vespa 946 has already become a cult object, the ultimate and most highly prized expression of a unique design that has made Italian style famous around the world.

The **Moto Guzzi California 1400** will be at the party in both versions, Custom and Touring, the twin souls of this spectacular two-wheeler, the worthy successor of a tradition rooted in a passion for travel and adventure on the road. Driven by the most powerful V-twin engine ever developed in Europe, the Moto Guzzi California is today’s technological benchmark for high-end cruisers.

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