Piaggio Group takes centre stage at EICMA with all its brands

PIAGGIO GROUP'S MOTORCYCLE BRANDS ARE IN THE SPOTLIGHT IN HALL 9, STAND E76

- **MOTO GUZZI THE TRIP IS THE UNDISPUTED STAR. A NEW-GENERATION MOTORCYCLE FOR YOUNG RIDERS, BEAUTIFUL TO RIDE AND TO SHOW OFF: EASY, LIGHT, ACCESSIBLE, WITH UNMISTAKABLY MOTO GUZZI DESIGN.**
- **MOTO GUZZI V85 TT NAPAPIJRI IS A SPECIAL EDITION OF MANDELLO'S ICONIC ENDURO, CREATED WITH THE ITALIAN CLOTHING BRAND TO HEIGHTEN ITS SPIRIT OF ADVENTURE**

- **APRILIA RSV4 OBSCURE SPE.ED. A LIMITED, NUMBERED EDITION OF THE WORLD'S MOST POWERFUL SUPERBIKE, BUILT FOR PURE PERFORMANCE WITH CARBON WHEELS AND EVEN MORE ADVANCED MOTOGP AERODYNAMICS**
- **APRILIA RS 660 PHILLIP ISLAND TRIBUTE IS A SPECIAL EDITION OF APRILIA'S MIDDLEWEIGHT SPORTS BIKE, HONOURING THE LEGENDARY AUSTRALIAN CIRCUIT**

ALSO MAJOR SCOOTER NEWS FROM PIAGGIO GROUP'S BRANDS

TWO MAJOR NEW ARRIVALS FROM APRILIA FOR 2027:
- **THE NEW SXR 125, AN ENTRY-LEVEL APRILIA SCOOTER WITH FEATURES USUALLY FOUND IN HIGHER CLASSES**
- **THE "URBAN ADVENTURE" SR GT 125 AND 200, PERFECT IN THE CITY AND READY FOR ADVENTURE, GAIN A FULLER EQUIPMENT PACKAGE**

NEW FROM PIAGGIO:
- **THE TWO HIGH-WHEEL SCOOTERS PAR EXCELLENCE, BEVERLY (310 AND 400) AND MEDLEY (125 AND 200), EXTENSIVELY RENEWED IN LOOK AND STANDARD EQUIPMENT**
- **THE NEW TYPHOON 125, THE KNOBBLY-TYRED SCOOTER AND GENUINE ICON OF URBAN MOBILITY: STYLISH, LIGHT, PRACTICAL AND TOUGH**

VESPA IS MORE TECHNOLOGICAL AND GREENER THAN EVER:
- **THE NEW ELECTRIC VESPA RANGE, PRIMAVERA AND SPRINT, GAINS MORE EQUIPMENT AND A NEW MOTOR THAT DELIVERS GREATER EFFICIENCY AND IMPROVED PERFORMANCE**

EICMA 2026 ALSO MARKS 20 YEARS OF PIAGGIO MP3, THE FIRST THREE-WHEELED SCOOTER, WHICH REVOLUTIONISED URBAN MOBILITY BY SETTING NEW STANDARDS FOR SAFETY AND RIDING ENJOYMENT

Milan, 3 November 2026 – Piaggio Group comes to EICMA confirming its place among the leading global players in two-wheelers. In the first half of 2026, the Group maintained a 17.5% share of the European scooter market, while its share in North America reached 37.5% (up from 33.9% in the same period of 2025). The Group's two-wheeler business sold 185,600 vehicles in the first half of 2026, generating net revenue of €652.8 million.

All press releases, photos and videos of the new models are available in Piaggio Group's online press area: **press.piaggiogroup.com**.

MAIN PIAGGIO GROUP NEW FEATURES AT EICMA 2026

Moto Guzzi The Trip

At some point we started to believe that motorcycling had to mean extreme performance, outlandish power and ever more demanding machines. Meanwhile, life has changed. Cities have become more frantic, free time more precious, and the desire for authentic experiences stronger than ever. Today, true luxury isn't about more horsepower. It's about more time. More freedom. More chances to break out of the daily routine. That’s why we created The Trip, the new Moto Guzzi 500 roadster is aimed at young riders, and at anyone looking for a bike that is easy, light and within reach for everyday use, but with the design and riding quality of a marque as legendary as Moto Guzzi. Its name speaks of the road Moto Guzzi is taking towards its second century: a new-generation machine, beautiful to ride and to show off, with a character and a specification all its own. With its pared-back, authentic and contemporary design, this agile motorcycle weighs just 180 kg with its 15-litre metal fuel tank full. The care and attention to detail are exceptional: the lighting is full LED, the switchgear is backlit, and the colour TFT display supports smartphone connectivity. The Trip is the only motorcycle in its class with a modern 48 hp parallel-twin engine compatible with an A2 licence. The twin offers several advantages over conventional singles: strong torque throughout the rev range, flexibility at low revs, and minimal vibration, making it enjoyable to ride. Its electronics and rider aids are from the class above: a Ride-by-Wire throttle, ABS, and traction control, plus three riding modes – Road, Sport and Rain – that adjust power delivery. An extensive accessory range includes a quick shifter and a USB socket. Three colours – green, red and black – are available, alongside The Opening special edition.

Moto Guzzi V85 TT Napapijri

Two iconic Italian brands, Moto Guzzi and Napapijri, take their own view of travel in a special edition of the V85 TT. The colours of this special edition draw upon those of the famous Napapijri logo and the Norwegian flag: blue and red – thanks in part to the colour scheme of the exposed frame – which contrast with the white of the fuel tank, embellished with graphics inspired by a world map, serving as a reminder that no place is too far away for a Moto Guzzi V85 TT. The NORDKAPP name and the geographical coordinates of the North Cape pay tribute to an iconic destination for motorcycle travellers and to the mythology of the Far North, a longstanding inspiration for Napapijri’s outdoor clothing. Standard equipment on this special edition includes a heated seat and grips, along with Napapijri’s Bering travel bag, made from Cotone Pronto Intervento, a traditional waxed cotton canvas renowned for its exceptional durability and weather resistance. The MIA multimedia platform also comes as standard, connecting a smartphone to the instrument display. The Moto V85 TT Napapijri marks the latest chapter in the collaboration between the two brands, which was announced last September to coincide with the GMG (Moto Guzzi World Days), and has already led to the creation of a limited-edition capsule collection that embodies the shared values of Moto Guzzi and Napapijri: a minimalist wardrobe of garments designed for everyday wear.

Aprilia RSV4 Obscure Spe.Ed.

A limited-edition numbered run of 500 examples joins the RSV4 range. The world’s most powerful production superbike, with 220 hp from its V4, is now lighter and faster, built for pure track performance on technology developed by Aprilia Racing in MotoGP. Carbon fibre is used for much of the bodywork and for the fine wheels, bringing weight down to just 201 kg in running order, with benefits for handling, braking and acceleration too. Weight drops to 196 kg with the full ART (Aprilia Racing Technology) exhaust system and the carbon SC Project end can, both available from Aprilia Racing’s extensive catalogue of RSV4 accessories. Aprilia continues to develop ever more sophisticated and innovative aerodynamics, a field in which it has been a pioneer. Obscure Spe.Ed. brings Leg Wings to the class for the first time. Already used on Aprilia Racing’s RS-GP prototype,

they are designed to generate downforce without compromising handling. Naturally, the carbon fibre Leg Wings form part of an already highly effective aerodynamic package developed in the wind tunnel. The new version of the RSV4 proves once again to be an outstanding technical base for track racing. For this reason, Aprilia has opted for a pair of mechanically adjustable Öhlins suspension units, which are better suited to the customisation requirements of riders during races. The TTX shock absorber and the NIX fork are fully adjustable in terms of rebound and compression damping, as well as spring preload.

Aprilia RS 660 Phillip Island Tribute

This special edition of Aprilia's highly acclaimed middleweight sports bike honours the legendary Australian circuit, where Aprilia has secured no fewer than 10 Grand Prix wins in the various classes, as well as its World Superbike victories with the RSV4. The MotoGP victory secured on the same circuit in 2025 by rider Raúl Fernández on the RS-GP enabled Aprilia to reach the historic milestone of 300 wins in the World Motorcycle Championship, making it the most successful European manufacturer in the history of this event. The RS 660 Phillip Island Tribute is a limited edition model, and features a striking livery designed exclusively for this model, as well as a passenger seat cover included as standard equipment. The side panels feature the circuit's logo, formed by the track layout, just above the words 'Phillip Island Circuit' and the chequered flag at the finish line. The base colour is white and, together with the green on the sides and tail section and the red of the wheel rims, it echoes the colours featured in the circuit's logo. The fuel tank features a badge showing the number of victories Aprilia has achieved on this circuit, whilst the serial number is on the steering head plate. An extensive range of RS 660 accessories includes components to enhance performance and touring comfort.

Aprilia Factory range: new graphics

The Aprilia Factory family comprises the finest versions of the magnificent V4s, the RSV4 and Tuono V4, on the one hand, and the benchmark middleweights, the RS 660 and Tuono 660, on the other, all recently given a complete technical overhaul. For 2027, it gains striking new graphics. Aerodynamic flows were the common theme for 2026, and for 2027, advanced electronics is the focus chosen by Aprilia. Both are among the key and distinctive features of the Factory models. The Aprilia Design Centre has created the new "aPRC Backbone" colour scheme, inspired by the intricate network of circuits that carries data through Aprilia's electronic systems. The graphic consists of a series of red dots and lines, symbolising the electronic signals that originate from the control unit and are transmitted throughout the motorbike. These are all red, set against a striking glossy black background, giving every Factory model a truly eye-catching look. On the front of the tank there is a panel that resembles the design of a control unit, featuring the 'a' logo in red; a transparent section, meanwhile, features the word 'Aprilia' rendered in ASCII binary code.

Aprilia SXR 125

This is the entry-level scooter in the Aprilia range, designed for city life and everyday freedom of movement, with sporty styling, technical features from the class above, and record-breaking value for money. Cheap to run too, the SXR 125 has technology and equipment above its class that make it unique in the segment: LED headlights and the new colour TFT display, ready for smartphone connection, come as standard. The handlebar switchgear is also new. The steel frame, the new 14-inch wheels, and the CBS combined braking system ensure safe, enjoyable road behaviour. Carrying capacity is assured by the spacious 20-litre underseat compartment, complete with courtesy light, the rear luggage rack, and the bag hook in the inner leg shield. The dedicated range of accessories includes a 32-litre top box, which can hold a modular helmet, a wider, more protective windscreen, a non-slip rubber mat for the footboard, and a handy side stand.

Aprilia SR GT 125 and 200

The SR GT is Aprilia's family of "*urban adventure*" scooters, designed to bring the fun back to everyday riding and make longer journeys and rougher roads and tracks enjoyable too, thanks to enduro-inspired features that make them ideal in any situation. They stand out for their long-travel suspension and increased ground clearance, which allow them to tackle any obstacle with ease when riding in the city. The restyling improves the riding experience and practicality with a new, more comprehensive equipment package. The space under the seat now fits a full-face helmet; there is also a new 5-inch colour TFT display with more readings and easier readability, ready to connect to a smartphone for pictogram navigation via the Aprilia MIA module (available as an accessory). A USB-C port also comes as standard. The 125 produces 11 kW at 9,000 rpm and 12 Nm of torque at 6,750 rpm, while the 200 delivers 13 kW at 8,650 rpm and 16.5 Nm at 7,000 rpm. The 125 version now also achieves a higher top speed, thanks to improved final-drive calibration.

Piaggio Beverly 310 and 400

Beverly is the standard-bearer for mid-capacity high-wheel scooters. Its success, with more than half a million sold in over fifty countries, rests on an elegant, appealing design and motorcycle-like handling that gives the rider control and enjoyment in any conditions. For 2027, an updated version arrives, starting with the styling, always distinctive and carefully worked down to the details.
The headlight and front indicators, both full LED, are set off by new black surrounds, while the "tie" on the leg shield is completely new and more modern. The wheels are new too, with a sportier design and lighter than before, improving handling.
Beverly's long-standing premium feel is reinforced by the new 6.88-inch colour TFT instrument cluster, which is bigger, easier to read and carries a wealth of readings useful both on a journey and in everyday riding. With its colour TFT panel and light sensor, it is also easier to read in both bright sunlight and in the dark, and it is ready for smartphone connection.
Practicality is improved by a new rear grab rail with a built-in top box mount that needs no additional plates to fit. An extensive range of dedicated accessories makes everyday life and travel even more comfortable.

Piaggio Medley 125 and 200

Piaggio, one of the biggest names worldwide among scooter manufacturers, is a major force in the high-wheel segment, with light weight, easy-to-ride models such as the Liberty on the one hand and high-performance scooters with exclusive technical equipment, such as the Beverly range, on the other.
Medley is the link between these two worlds, combining the benefits of an agile, lightweight scooter with those of a bigger, more powerful high-wheeler. Medley has been updated, starting with the design: the leg shield now features a new headlight surround finished in black and a new vertical metal element, the "tie", in a fresh design, also finished in black. The five-spoke wheels are new too. The equipment is from the class above: the "Start & Stop" function (which can be switched off) shuts the engine down when the scooter is stopped, helping keep fuel consumption in check, while the new 5-inch colour TFT instrument cluster is clear and easy to see in any conditions and carries a wealth of readings useful on everyday journeys. The new rear top box mount also comes as standard, taking the top box (offered in the extensive range of genuine accessories) without the need for additional fixing plates. Carrying capacity is exceptional, with a full 36.2 litres of space beneath the seat

Piaggio Typhoon 125

Some scooters keep up with change. Others come to stand for it. With the new Typhoon, Piaggio renews on of the great icons of urban mobility, made for people who take on the city every day with energy, personality and will to stand out. Designed to slip nimbly through city streets, the new Typhoon pushes its authentic, rebellious character further with sharper styling, advanced technology and a ride that turns every journey into a chance to feel free.
Light weight, strength, safety, lively performance, exceptional ease of riding and low running costs: these are the strengths of the new Typhoon. Typhoon's indestructible core is its frame, built from high-strength steel tubing: an immensely robust structure housing the lively 125 cc single-cylinder engine, a modern, technologically advanced four-stroke with Euro 5+ approval. The flat footboard offers comfort and practicality, adding to the already generous underseat carrying capacity thanks to the bag hook in the inner leg shield. The instrument panel is an all-new TFT display, fully digital, which can also show all the functions of a smartphone connected through the Piaggio MIA system. Four colours are available: black, white, grey and blue. An extensive range of dedicated accessories is available.

The electric Vespa range

Some follow change; others inspire it. Today Vespa opens a new chapter in its history with the launch of its electric range, the perfect meeting of an extraordinary heritage and a vision fixed on the future. It moves through the city with elegance and ease, and with a feeling all its own: being parte of the change without giving up the pleasure of ride.
The electric Vespa gains a new heart, a highly sophisticated one. Within the inimitable lines of its steel body sits a new zero-emission motor, a jewel of design and engineering. Developed and built entirely in Italy by Piaggio Group, the new electric unit is based on an innovative modular architecture that delivers better efficiency, lower energy consumption, livelier performance, and improved control on the move, thanks to the new speed sensor. And because it contains no parts made from rare earths, whose extraction and processing take a toll on the planet, the new motor is even greener. There are three models. Vespa Primavera and Vespa Sprint S are type-approved as mopeds, with a top speed of 45 km/h. The new motor delivers more torque, resulting in a sharper response when pulling away in city traffic. Range reaches 85 km, and the battery lifts out easily for more convenient charging. Vespa Primavera Tech is the electric motorcycle version, with a top speed of 67 km/h. With efficiency gains from the new motor and the new Vehicle Management System, range is up by 12.5%, energy consumption is down by 17%, and it even covers 90 km on the WMTC cycle. The "Maintenance" function, switched on from the dashboard, gets the most out of the battery even when the Vespa stands unused for long stretches. As always, the catalogue of dedicated accessories is rich, with a full range of helmets to match Vespa's design.

Piaggio MP3 celebrates its 20 anniversary

EICMA 2026 is also an opportunity to celebrate 20 years of the Piaggio MP3, the revolutionary three-wheeled scooter that, over two decades, has redefined the standards of safety, roadholding and comfort, raising them to levels impossible for conventional scooters. In 2006, the Piaggio MP3 took a step into the future, inventing a new form of transport. The first three-wheeled scooter was unveiled to the world as a visionary project and, in a short space of time, set new standards for safety and comfort, changing urban mobility forever. Technically speaking, it was a real revolution: with two independent tilting front wheels linked by an exclusive suspension system, the MP3 brought levels of safety unimaginable in the scooter and motorcycle world. The Piaggio MP3 has created a new market segment, in which it has remained the undisputed leader. A sixteen-year success story measured by the 250,000+ vehicles sold thus far, even more impressive when we consider its popularity with a expert, discerning, global and diverse public, from car drivers looking for a more practical and increasingly safer alternative (the Piaggio MP3 can be driven with just a car driver's

license) to advanced motorcycle riders who know how to make the most of the advantages and technical features of this unique vehicle. Since its launch, the Piaggio MP3 has evolved many times over to meet customers' expectations of comfort, safety and performance. Today, the Piaggio MP3 range comprises three models for every mobility need: from the most compact and urban, the 310, to the sumptuous and lavishly equipped 530, which also has ARAS systems and reverse with a camera, by way of the 400, the best marriage of performance, on-board space and comfort.