

PRESS RELEASE

PIAGGIO GROUP AT THE PARIS BIKE SHOW.

- **THE NEW VESPA PRIMAVERA MAKES ITS DÉBUT IN FRANCE**
- **MORE THAN 1,200,000 VESPAS SOLD ALL OVER THE WORLD IN LESS THAN 10 YEARS**
- **FROM JANUARY TO OCTOBER 2013 MORE THAN 158,000 VESPAS SOLD (+20,600 UNITS COMPARED TO THE FIRST TEN MONTHS OF 2012)**
- **PIAGGIO FRANCE IS THE SCOOTER MARKET LEADER WITH 22.9% (32% OF THE OVER 50 SEGMENT)**
- **PIAGGIO MP3 INCREASES ITS LEAD IN THE FRENCH MARKET**
- **BIKE NEWS FOR THE APRILIA AND MOTO GUZZI BRANDS**

Paris, 2 December 2013 – At the **Paris Salon de la Moto**, open to the public from 3 to 8 December at the Porte de Versailles Paris Expo centre, the new and long-awaited **Vespa Primavera** makes its début.

Unveiled for a global sneak peek less than a month ago at the Milan **2013 EICMA** show, where it quickly became the star attraction, the Vespa Primavera is now being marketed all over Europe and – following a presentation last week in **Hanoi** – in Vietnam and Asian countries as well.

Produced in the Piaggio Group **Pontedera** plants in the province of Pisa for all the markets in the western world, for the first time in Vespa history the Primavera is also built – in parallel – in the Vinh Phuc plant near Hanoi where Piaggio Group manufactures its scooters for the Vietnam and South-East Asia markets.

With a radically new design, new body made entirely of steel, new dimensions, still compact and agile like its namesake from 1968, but **even more stable and comfortable** than the Vespa LX it replaces in the range, **Vespa Primavera** is powered by **ultra-modern and ecological** 50cc 4 and 2-stroke, 125cc and 150 cc 4-stroke 3 Valve engines. Young, innovative, technologically on the cutting edge, Vespa Primavera incorporates some stylistic and technical solutions of the **Vespa 946**, the most prestigious, expensive and technologically advanced model ever designed in Vespa history.

The launch of the new Primavera coincides with one of the most active and important moments of this extraordinary Italian brand's life, in the year which is also characterised by the début of the Vespa 946 which was introduced to the **North American market** with the launch that took place on 5th Avenue in Manhattan on 25 October after already having already been introduced in Europe and Asia.

The record of new products offered is matched by sales records: in fact, **from January to October 2013 the Vespa brand** exceeded the exceptional number of **more than 158,000 units** sold worldwide, 20,600 vehicles more than the roughly 137,000 sold in the first ten months of 2012.

This is further confirmation of the **extraordinary progress the Vespa brand has made in the last ten years**: from 2004, when overall sales reached 58,000 units, numbers rose to 100,000 in 2006, 122,000 in 2009 and 165,000 Vespas manufactured in 2012, a record which is about to be broken in 2013.

In less than ten years, from the first of January 2004 to 31 October of this year, a total of 1,207,827 Vespas have been sold worldwide. This is an extraordinary number, unattainable by any other European two-wheel brand, which demonstrates how Vespa is – today, as it was with its historical models from the forties and fifties – a global vehicle, a protagonist that has enjoyed non-stop success for more than sixty years.

The Piaggio Group will also be at the Paris Bike Show with another vehicle that has enjoyed significant international success: **The Piaggio Mp3, the vehicle that revolutionised the scooter world, dominating the three-wheeled solution**, by now synonymous with safety, reliability and performance.

The Piaggio Mp3 that the Group will be introducing at Paris in the **Business and Sport versions** confirmed its position as a key player in the over 50 cc segment market once again in 2013.

The **Piaggio Group three-wheeler family** will be at the Salon de la Moto as the largest in the world, able to meet any needs with the Mp3's 300 and 500 cc engines, as well as the lighter Mp3 Yourban 300 and the powerful Gilera Fuoco 500, **all vehicles that can be driven with a standard car driving license.**

From its début in mid-2006 until today, the number of Piaggio Group units sold in the "three wheel" range has reached a total of **140,000**. The Mp3 has been extraordinarily successful in the **French market** where **the Piaggio Group three wheel range increased its market share** in the over 50 cc scooter segment **from 15 to 16% in 2013.**

The sales performance of this type of product has allowed **Piaggio France to reaffirm its position as leader of the scooter market** again this year **with an overall market share of 22.9% which rises to 32%** just in the over 50 cc scooter segment.

To complete the Piaggio Group offer at the Paris Salon de la Moto, the most recent **Aprilia** and **Moto Guzzi** motorcycles are being introduced. **Aprilia** offers true examples of uncompromising sportiness: **Aprilia Tuono V4 R ABS**, the naked super sport with revamped ergonomics and power and now equipped with ABS, as well as the World SBK dominator, the **Aprilia RSV4 m.y. 2014** in both the R and Factory versions. **Moto Guzzi** strengthens its leadership in the large cruiser segment with the luxurious **California 1400** in its two Touring and Custom "spirits" as well as introducing the **revamped 2014 medium sized V7 range.**

Guest of honour for the Aprilia brand and its RSV4, the bike that **won the 2013 season Manufacturer Superbike World Championship**: Frenchman **Sylvain Guintoli** participated as representative of the Aprilia Racing which has also enlisted the services of **Marco Melandri** for next season.

With **52 world titles** won in twenty years, **five world titles won in the last four Superbike seasons**, Aprilia takes to the track and the market in the 2014 season with its own extraordinary V4 engine, a true technological trademark of the brand from Noale, where engineers are also hard at work today developing the bike which will be destined to compete in **MotoGP**.

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