



PRESS RELEASE

**MANTUA, ITALY, HOSTS THE BIGGEST VESPA RALLY IN HISTORY: OVER 10,000 VESPA ENTHUSIASTS TOOK PART IN THE VESPA WORLD DAYS 2014**

**VESPA RALLYISTS FROM 32 COUNTRIES AND 310 VESPA CLUBS,. A CONTINUOUS PARADE 10 KM LONG CROSSED THE CITY 'OF MANTUA AND ITS PROVINCE**

Mantua, June 14, 2014 – A **10 km long parade of Vespa** wound its way through the streets of Mantua and took to the roads of the province to reach San Benedetto Po. The City Parade, the grand Vespa parade, which opened the second day of the Vespa World Days 2014 was a unique event in the world.

It is estimated that **10,000 Vespas** have reached the town of Gonzaga for the world's largest gathering of Vespa Club.

That of 2014 is without doubt the most spectacular edition of the Vespa World Days, **310 Vespa Clubs were present representing 32 different countries**. Representatives came from Vietnam, Pakistan, Brazil, USA, India, as well as from European countries that have celebrated the Vespa culture since its dawn such as France, Germany, Great Britain, Belgium, Holland, Spain. Vespa enthusiasts also arrived from Russia (after more than 3,000 km of travel), from Portugal, Greece, Kosovo and Albania.

Great sympathy was expressed for a young newlywed couple from Sicily, Viviana and Gianluca of Termini Imerese, who arrived with their Vespa on their honeymoon. The event, which **is back in Italy after six years** from its 2008 edition in Cefalu, Sicily, this evening will end officially with numerous **awards** and the **extravagant** gala dinner which will bring together all Vespa riders. Tomorrow will be traditionally dedicated to the last photos, a stroll through the city and in the preparations for the departure at the end of this "four days" of collective celebration, sharing the values of friendship, passion for travel and love for the most popular scooter in the world that are critical to the global success of the eternal Vespa.

The party had a great prologue last night with the opening party of the **new Concept Store Motoplex of the Piaggio Group** - the largest in Europe – which opened yesterday at the **BOMA of Mantua**. The inaugural party with hundreds of Vespa revelers also saw the likes of famous **Aprilia Superbike** riders **Marco Melandri and Sylvain Guintoli**.

**Motoplex is the first new concept store** dedicated to all lovers of two wheels and a window on the future of the Piaggio Group. It is in fact a tribute towards the most important brands of the Group - not only but also Vespa Piaggio, Aprilia and Moto Guzzi - and the millions of customers, owners and fans who have these brands in the world. Not only a store and a showroom but a full-fledged **pole of attraction** for scooter and motorcycle lovers: **1,300 square meters of space, 46 vehicles on display, two real "lounge"** where one can sit and admire large video screens, a bar, the chance to see "live" events in web streaming through the two video walls by 138 inches.

The sprawling **Motoplex store is the first example of how future outlets and dealers of the Piaggio Group in the world, not only in Europe**, where the Group is the continental leader, but



also in the U.S. (where the Vespa is the most popular scooter) and in distant markets such as Vietnam, India, South East Asia.

**With more than 18 million produced since its inception in 1946 (one million and 300 thousand units** sold worldwide in just the last decade, **190,000** in 2013), Vespa sent a new impulse around the world, spreading across the roads of the entire world on all continents, combining distant and different cultures in a single passion of young.

First truly global brand of mobility, Vespa has become a bridge between generations, interacting with social environments distant from each other, creating different cultural phenomena, characteristics of the reality in which it has been able to immerse itself to become a distinct leader. It has led revolutions of customs, music and youth, accompanying peoples in their growth. It has made them ride a dream during economic wellness. Now it is one of the most popular and well-known Italian products in ever corner of the world.