

PRESS RELEASE

**PIAGGIO GROUP REACHES 500 MOTOPLEX OUTLETS WORLDWIDE,
OPENING OF THE FIRST STORE IN ISTANBUL**

**INTERNATIONAL DEVELOPMENT CONTINUES OF THE DISTRIBUTION NETWORK BASED ON
THE INNOVATIVE UNIFIED RETAIL MODEL FOR THE PIAGGIO, VESPA, APRILIA AND MOTO
GUZZI BRANDS**

Milan, 01 April 2019 - The Piaggio Group has opened its **first Motoplex outlet in Istanbul, reaching the significant milestone of 500 stores** worldwide, to improve and in part replace its traditional two-wheeler distribution network of more than 3,300 dealers.

Progress thus continues apace on the plan launched in 2015 to **develop and strengthen the Motoplex distribution network**; a gradual conversion achieved by optimising geomarketing and increasing pedestrian traffic in stores, which is up more than 30% with Motoplex.

Motoplex is the most innovative retail model for the two-wheeler industry and **enables dealers to leverage the potential of the Group brands and products in the same outlet**. Each Motoplex store provides the full offer of the Piaggio, Vespa, Aprilia and Moto Guzzi brands in a single location, together with services, accessories, merchandising and entertainment, to give customers an exciting global overview of the two-wheeler world.

The new store in **Istanbul** - Turkey's largest city with more than **14 million inhabitants** and the **country's main financial, business and cultural centre** - is located in Alidede Sk, in the lively Kadikoy district. It houses the showroom, a lounge bar and a service training centre providing assistance for owners of Piaggio Group vehicles.

In the last few months, Motoplex stores have also opened in **Spain, (Madrid and Malaga), Germany (Berlin), Malta** and in **Patrasso (Greece)**, one of the country's largest cities. In the Asia-Pacific region, stores have opened in **Taipei, the capital of Taiwan, Da Nang in Vietnam**, and in **China** in the cities of **Ningbo** (one of China's oldest cities), **Chengdu** (the capital of Sichuan province) and **Hefei** (the capital of Anhui province). 2019 will be another important year for Motoplex; among the stores due to open imminently are a **second Motoplex in New York (Brooklyn)**, a store in **Miami**, one in **Philadelphia**, one in **Dubai**, one in **Beijing** and a **flagship store in Utrecht**.

Thanks to the Motoplex formula, over the years the Piaggio Group has reported an **improvement in the product sales mix thanks to up-selling and cross-selling**, a significant increase in sales of accessories and merchandise, and an important rise in the two-wheeler sell out for "traditional" sales outlets converting to the new format.

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