

PRESS RELEASE

PIAGGIO GROUP: A NEW SINGLE EUROPEAN PRICE LIST FOR SPARE PARTS

“Piaggio Prime” Parts original spares at the same price from all authorised centres in Europe.

Milan, 17 April 2012 – Beginning today, the Piaggio Group offers customers the opportunity to purchase original spare parts, for all its brands, from the same price list in all European countries. The initiative aims to ensure pricing policy uniformity and give all Piaggio customers transparent access to its range of original spares, **“Piaggio Prime” Parts**, a guarantee of quality and reliability, and the only parts that ensure the on-going efficiency of the vehicle and all its functions.

Thanks to the efficiency of the new distribution model and the competitiveness of the **“Piaggio Prime” Parts** offer, the benefits for the customer also include greater cost-effectiveness thanks to a new and transparently priced offer.

The **new single European price list** is part of **“Piaggio Prime” Service**, a major Piaggio Group after-sales services network initiative: the network, active in Italy from 1 January 2012 and subsequently in all other countries, will encompass all the authorised Assistance Centres equipped with **state-of-the-art diagnostics systems** and run by **specially trained** technical personnel. Using only **original “Piaggio Prime” Parts** and **“Piaggio Prime” Accessories**, the centres guarantee **maximum functionality and safety** for motorcycles and scooters after repairs and maintenance.

For more information:

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