PRESS RELEASE

APRILIA RSV4 VOTED SPORTS BIKE OF THE YEAR
BY MOTORCYCLE LOVERS FROM 12 COUNTRIES

For the second year in a row, European motorcyclists pick the Italian V4 that made an astonishing debut at the SBK world championship

Noale, 10 March 2010 - Aprilia RSV4, the super sport bike that set a new benchmark for engine and chassis performance both on the road and on Superbike world series tracks, was voted the best sports bike of 2010 by motorcyclists from 12 countries.

The Aprilia RSV4’s two road versions “Factory” and “R” won hands-down in a survey among over 100,000 readers of the Italian monthly magazine In Moto and other 11 popular motorcycling magazines: Motorrad (Germany), Motociclismo (Spain), Moto Journal (France), Motoplus (Holland), Töff (Switzerland), Motorevija (Croatia), Motor Revů (Hungary), Motocykl (Czech Republic), Motocykl (Poland), Univers Moto (Romania) and the Brazilian magazine Motociclismo.

The Aprilia RSV4 won the coveted Sports Bike category award with nearly one third of the votes cast by readers, besting other top contenders by over 10%.

The extraordinary 1000 cc bike from Noale scooped yet another international award and its second consecutive Bike of the Year win. As a matter of fact, the Aprilia V4 had been awarded the Bike of Year title in 2009 as well. Another winner was the Aprilia RS 125, that dominated the 125 cc category. Like its bigger sister, the RS 125 won a ground-breaking victory in its category, with 30% of votes cast.

Aprilia RSV4 made its debut in the SBK world championship in the 2009 season. Ridden by Max Biaggi, it conquered one win and other nine podiums and recorded the highest speed ever reached by a Superbike during a race: 329 km/h in Monza.

For more information:
www.piaggiogroup.com