



PRESS RELEASE

VESPA SUPPORTS THE CASH AND ROCKET (RED) TOUR AND THE FIGHT AGAINST INFANTILE AIDS

Two Vespa scooters go under the hammer at the charity auction organised by the (RED) world charity in Monte Carlo.

Milan, 12 June 2012 – A charity auction in Monte Carlo marked the end of the **Cash & Rocket (RED) Tour**, which saw the start-up of **cooperation between Vespa and (RED)**, a major world charity (www.joinred.com) which raises funds for the **AIDS Free Generation** project to fight the transmission of the HIV virus from mothers to their children in Africa.

The Monte Carlo auction, held at the Hotel De Paris last Sunday, was the culminating moment of the Cash & Rocket (RED) Tour across Europe in which 70 women (business women, barristers, designers, doctors, managers, models, architects, stylists) took part, all of them driving personalised (RED) classic and sports cars.

The Tour started from London on 7 June and ended in Monte Carlo on 10 June. The stopover in **Milan** (the other Tour stopover was in Paris) saw a peaceful invasion of Piazza del Duomo by the procession of cars, all of them red, attracting large crowds of onlookers and motor enthusiasts.

Also waiting for the participants was a new **Vespa LX 3V** scooter, red and with (RED) logos, donated together with a new Vespa S 3V by the Piaggio Group, as its contribution to the fund-raising effort.

At the Monte Carlo auction, the two **red Vespa LX 3V and S 3V**, the latest entries in the history of the Italian scooter – the international press launch was held last week – went under the hammer at **11,000 euro**, contributing to the ongoing fundraising effort of the roadtrip. People can still donate to the ladies through www.crowdrise.com/redtour

The donation of the two Vespas was not the only initiative organised for the world's most famous scooter to help the Cash & Rocket (RED) Tour. The entire Piaggio Group showroom in Milan – **Spazio Broletto 13** – was given a make-over for the occasion to promote (RED) and raise the awareness of two-wheeler enthusiasts to the fight for an AIDS Free Generation by 2015

Through (RED) everyone can contribute easily and on a daily basis to the fight against AIDS. When people purchase a (RED) product, or become a partner of the charity program, a portion of the revenue goes to support the HIV/AIDS scheme whose ambitious objective is to fight the spread of the virus in Africa.

To date, 190 million dollars have been raised and more than 14 million people have been helped through Global Fund HIV programs in Africa that (RED) supports.

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