

PRESS RELEASE

THE PIAGGIO GROUP AT AUTO SHANGHAI 2017

The Piaggio Group is showing its latest entries for the Vespa, Piaggio, Aprilia and Moto Guzzi brands at China's leading automotive tradeshow

The Group's attendance is part of its strategy to strengthen and re-organise its presence in Asia, which saw the recent appointment of Gianluca Fiume as new President and General Manager of Piaggio Vietnam, with responsibility for all South East Asian markets

Shanghai (China), 21 April 2017 - The Piaggio Group made its debut appearance today at Auto Shanghai 2017 (21 - 28 April), one of Asia's most important automotive tradeshows, held in China and the world's most highly populated city. The figures for the event reflect its importance: the latest editions have been attended by exhibitors from 18 countries and attracted 930,000 visitors.

Through its attendance, the Piaggio Group, the industry's leading European manufacturer and one of the top players worldwide, is confirming its attention to the Chinese market, consistently with its strategy to strengthen and re-organise its Asian operations recently announced by **Group Chairman and CEO Roberto Colaninno**. This included the **appointment a few days ago of Gianluca Fiume** (previously Group VP for the European two-wheeler market) as the **new President and General Manager of Piaggio Vietnam, with responsibility for all South East Asian markets**.

The Chinese market is still relatively small in the premium two-wheeler segment, but looking ahead it is without question one of the most interesting markets in terms of future growth potential, also in electric mobility.

So the Piaggio Group is making its debut at the Chinese market's most important showcase with the full power and appeal of its brands - Vespa, Piaggio scooters, Moto Guzzi and Aprilia - expressions of Italian excellence in technology and design. It is also focusing on Motoplex, its innovative retail program, which has already seen 17 stores open in China in the last two years, beginning with the country's largest cities, Beijing and Shanghai.

At **Auto Shanghai 2017**, the Piaggio Group is presenting the best of its range, with the top-end models and the latest scooter and motorcycle entries announced on Western markets, including **Vespa**, with the different GTS and Primavera versions, the **Piaggio MP3** and high-wheel scooters (Liberty, Beverly and Medley), **Moto Guzzi** with the V7 III and V9 (in the Roamer and Bobber versions) and the MGX-21 Flying Fortress, and **Aprilia**, with the 2017 version of the RSV4 super-sportbike and the hypernaked Tuono V4.

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