PRESS RELEASE

PIAGGIO GROUP EXPANDS DISTRIBUTION NETWORK ON INDIAN AND APAC MARKET,
12 MOTOPLEX STORES OPENED IN INDIA, VIETNAM,
INDONESIA, CHINA, JAPAN AND PHILIPPINES IN PAST FEW MONTHS

NEW OUTLETS RAISE WORLDWIDE TOTAL TO 140 MOTOPLEX STORES OFFERING PIAGGIO,
VESPA, APRILIA AND MOTO GUZZI VEHICLES

Milan, 11 August 2016 – Over the past few days, the Piaggio Group has expanded its
distribution network in India and Asia Pacific (APAC) with the opening of 12 new Motoplex
outlets, the Group’s multibrand stores.

Specifically, the Group has opened three main Motoplex stores in India, one in Hyderabad in
the State of Telangana, one in the megalopolis Chennai, the capital of Tamil Nadu, and one in
the coastal city of Kochi in the State of Kerala, for a total surface area of more than 1,300
square metres. Together with the flagship store that opened in Pune last November, the Indian
outlets will offer the Vespa, Moto Guzzi and Aprilia brands; the Aprilia range will include the
recently launched low-cost Aprilia SR 150 sports scooter, which joins the Group’s premium
offer on the Indian market and discloses the launch of new products.

The Piaggio Group has also opened three new Motoplex stores in Vietnam, two in Indonesia,
one in Japan in the Tokyo area, two main stores in China (one in Nanking, the ancient Chinese
capital, and one in Hangzhou, a city located at the mouth of the Qiantang river), and one in
Manila, its first in the Philippines.

The Motoplex stores will together offer the prestigious Group brands (Piaggio, Vespa, Aprilia
and Moto Guzzi) to create an innovative multibrand flagship store formula, in line with the
new global in-store experience strategy the Piaggio Group is developing in key metropolitan
areas around the world. Motoplex is a forward-looking store concept enabling dealers to offer a
variety of brands and products in the same location and give customers an exciting overview
of the two-wheeler world.

The new openings bring the number of Piaggio Group Motoplex stores to 140 worldwide,
flanking the traditional dealer network and covering the markets in the EMEA region, the APAC
region (including India) and the Americas, where important openings are planned by the end of
the year, in South America in particular.

For more information:
Piaggio Group Press Office
Via Broletto, 13
20121 Milan – Italy
+39 02 02.319612.19
press@piaggio.com
www.piaggiogroup.com