

## PRESS RELEASE

### **Piaggio Group invested with the "Transatlantic Award" by the American Chamber of Commerce for the Advanced Design Center in Pasadena, California**

*Milan, December 3, 2013* – The Piaggio Group was invested with the "**Transatlantic Award**" by the American Chamber of Commerce in Italy, during the gala evening held by the AmCham yesterday in Milan.

Among guests attending the dinner were the US Ambassador to Italy, John R. Phillips, the US Consul General, Kyle R. Scott, the Deputy Foreign Minister, Marta Dassù, the President of the Lombardy Regional Authority, Roberto Maroni, the President of the Milan Provincial Authority, Guido Podestà, and the Mayor of Milan, Giuliano Pisapia.

During yesterday's "Transatlantic Award Gala Dinner", the American Chamber of Commerce in Italy presented awards to the six US and Italian companies that have made the largest investments in the transatlantic axis between Italy and the USA.

The Piaggio Group award, presented to Piaggio Chairman and CEO Roberto Colaninno by AmCham President Vittorio Terzi and Managing Director Simone Crolla, was given in recognition of "the investment made by the Piaggio Group with the creation of the Advanced Design Center in Pasadena, California, the Group world center for the development of new solutions through research projects into innovative materials and zero emission drive systems using alternative energy".

"The head office of Piaggio Group Americas is in Manhattan, where a few weeks ago we held the North American launch of the Vespa 946," said Roberto Colaninno. "But our presence in the USA is not confined to commercial operations: in Pasadena, California, our Advanced Design Center is where Italian style meets the future of technology, design, life and consumer styles."

An affiliate of the Chamber of Commerce of the United States of America, a network of 100 American chambers of commerce in 91 countries with more than 3 million corporate members, the American Chamber of Commerce in Italy was established in 1915. The institutional and business ties built up over more than 90 years of activity between Italy and the USA are a valuable heritage for members, as are the local and federal government contacts on both sides of the Atlantic. The President of AmCham Italy is Vittorio Terzi; the Managing Director is Simone Crolla.

#### **For more information:**

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