



## **PRESS RELEASE**

*Milan, 7 November 2013* – The Piaggio Group said that today, with the opening to the general public of the EICMA 2013 motor show, the Mobile Unit of the Rho division of the *Guardia di Finanza*, the Italian military police corps responsible for financial law enforcement, completed its seizure of 11 scooters – showcased by 7 different exhibitors – whose design constitutes an imitation of the "Vespa".

The *Guardia di Finanza* seized the vehicles after determining that they were in breach of the exclusive Piaggio Group right constituted by the three-dimensional trademark registered by Piaggio, which protects the characteristic shape of the Vespa. This right plays a fundamental role in safeguarding the Vespa's distinctive and unique design and is the most complete instrument for the protection of the iconic shape of this global product.

The Piaggio Group considers the initiative of the *Guardia di Finanza* to be of great significance in the defence of industrial property rights. As in every other country where Piaggio has taken specific action against counterfeits, the action of the Italian police is a further element for the protection of companies that compete lawfully on world markets.

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