



PRESS RELEASE

US debut for the Vespa 946

Presentation tomorrow in New York at the Bulgari flagship store on 5th Avenue

October 23, 2013 – The Piaggio Group said that production of the 3,600 Vespa 946 scooters in the 2013 Collection “Ricordo Italiano” would close in November. After the European launch, global marketing will soon begin for the scooter, which is about to make its debut on the US market.

Conceived as a tribute to the very first Vespa, the 946 is the most exclusive, luxurious and technologically advanced Vespa in the 67-year history of the world’s most popular and famous scooter. With its steel and – for the first time – aluminium body, the Vespa 946 is a unique, evocative object, embodying the greatest value possible in the world of the scooter and securing Vespa a place in the elite group of luxury brands. Superlative construction quality and carefully selected materials and components distinguish the Vespa 946 from all other two-wheelers. The use of aluminium contributes both to the design and to the light overall weight of the scooter. The 125 and 150cc engines set the standards for the future, with fuel consumption kept to a minimum and a sharp reduction in exhaust and noise emissions. The full LED lights and dual-disc ABS braking system further enhance the technical features of the Vespa 946, ensuring maximum levels of active safety.

The Vespa 946 is currently distributed on all world markets. Announced in May with a preview launch on the new international Vespa.com website – where for the first time customers could purchase and personalise their Vespa 946 scooter directly online – and gradually introduced on European and Med Rim markets, the Vespa 946 has just been presented in South East Asia. Meanwhile, online sales continue on the Vespa.com website, assisted by a vast range of accessories and customised solutions. Preparations are also underway for the North American debut later this week of the Vespa 946 2013 Collection.

The unveiling of the Vespa 946 on the US market will take place in New York tomorrow, Thursday 24 October, in one of Manhattan’s most exclusive locations, the Bulgari flagship store on 5th Avenue.

For more information:

Piaggio Group Press Office
Via Broletto 13
20122 Milan – Italy
+39.02.319612.14/16/17/19
press@piaggio.com
www.piaggiogroup.com