

Piaggio Group showcases its advanced technological capability

Iconic 2-wheeler brands Moto Guzzi, Aprilia and Vespa on display

At Auto Expo, the **Piaggio Group**, the leading European manufacturer of two-wheel motor vehicles, is showing the top models from its remarkable product ranges. **Piaggio Vehicles Private Limited (PVPL)** – the Piaggio Group’s wholly owned Indian subsidiary – is exhibiting a wide range of superbikes, motorcycles, scooters and commercial vehicles to showcase its impressive technological and design capability as well as the Group’s outstanding portfolio of internationally acclaimed brands.

Scooters

PVPL opened up a whole new premium space in the Indian scooter category with the launch of the iconic Vespa two years ago. The Vespa – the world’s first and still today most famous scooter, an extraordinary example of Italian creativity and technology – has been triumphant in meeting the aspirational needs of India’s lifestyle- and brand-conscious consumers. Having created this new segment, Piaggio is now preparing to expand its operations on the Indian two-wheeler market with more offerings from the Vespa stable.

The **Vespa S** will be the next model to debut on the Indian market. This scooter embodies the heritage of the legendary models from the 1970s, offering a trip down memory lane. **The Vespa S is the most sporty and youthful Vespa**, whose clean, essential lines express a dynamic and lively character. Minimalist design is the hallmark of this 2-wheeler, to win the approval of the youngest enthusiasts. The square headlight, the more decisive design of the mudguards and the shape of the saddle are the distinguishing features of the Vespa S.

The **Vespa 946** launched in 2013 is a splendid example of continuous reinvention in a process of constant evolution. This is the most luxurious, widely admired and technologically advanced model ever created. A handcrafted work of fine “Renaissance Art” on the one hand, a masterpiece built with the cutting-edge technologies of the 21st Century on the other, the Vespa 946 is the ultimate in luxury, the essence of fashion, style and design! The Vespa 946 is made to measure. For man. For the universe.

The **Piaggio Liberty** is one of the world’s most popular scooters, a record-breaking bestseller on Western markets. The number of Piaggio Liberty scooters sold worldwide to date is rapidly approaching one million. A large-wheel scooter available in a wide variety of models, the Liberty could open yet another revolutionary segment in the Indian scooter market. Equipped with a 125cc 3V engine and large high wheels, it offers excellent fuel efficiency and superior riding comfort in all road conditions.

Super Bikes

The Piaggio Group brand portfolio includes some of the most distinguished, historic and iconic names in the 2-wheeler industry.

Moto Guzzi (founded in 1921) is one of the oldest and most distinguished motorcycle brands in the world, an aristocrat among motorbikes. The Moto Guzzi brand also boasts an impressive track-record in competitive racing. Its first victory, in the prestigious **Targa Florio in 1921**, marked the beginning of a remarkable succession of **triumphs**: up until its withdrawal from motorsports in 1957, Moto Guzzi accumulated an enviable collection of accolades, including an astonishing **14 world GP championships** and **11 Tourist Trophies**.

The **California 1400 Touring** redefines the luxury bike concept, and marks a turning point in Moto Guzzi history with its innovation and style. Familiar to everyone, loved by many and literally revered by long-distance bikers, during its forty-year career the Moto Guzzi California has patrolled the American freeways, escorted monarchs and presidents, been parked in the garages of rock stars and cinema divas, establishing itself as the motorcycle gold standard. Fresh from its market debut, the California 1400 – in **Touring and Custom version** – is the Moto Guzzi flagship and one of the largest motorbikes ever built by a European constructor.

In May 2013, **Robb Report**, the American magazine regarded as the international authority in the luxury segment for almost forty years, ranked the powerful custom bike made in Italy at Mandello del Lario among its **Best of the Best Luxury Portfolio** for 2013. After receiving unanimous approval all over the world, the Moto Guzzi California 1400 won further important recognition from the United States in August 2013, when it took first place in the **Cycle World** competition's **Cruiser** category.

Aprilia is acknowledged globally as the most technologically advanced name in motorcycles and motorsport. After dominating the standings for the entire 2013 season, starting with the extraordinary Phillip Island event, where it took five of the six spots on the podium, **Aprilia has been crowned 2013 World Superbike Manufacturer World Champion**.

The Italian manufacturer from Noale has now secured **five Superbike world championship victories in the last four years** and expanded its extraordinary collection to **52 world titles** in just over twenty years.

Aprilia was born into racing and is the **most victorious of all Italian and European manufacturers** active in **MotoGP** racing, with **294 Grand Prix triumphs**. Aprilia racing bikes have been ridden to victory by champions of the caliber of **Marco Melandri, Max Biaggi, Valentino Rossi, Jorge Lorenzo, Casey Stoner** and many others.

The **RSV4 R ABS** is the ultimate racing machine, the best a motorcyclist can aspire to in the super-sports bike segment. The RSV4 has won five Superbike world championship titles in the last four seasons. There is no bike more competitive, more advanced, more sophisticated and more effective than this.

Conceived and engineered to win, the Aprilia RSV4 implements a completely innovative design and construction approach. Its **super-compact 184 HP, 999.6cc, 65° V-4 cylinder engine** is designed for maximum power and uses ride-by-wire multi-map technology to open up new frontiers in engine management. The engine also sports a

sophisticated electronic injection system with dual injectors per cylinder and a dynamic intake system with electronically height-adjustable ducts for superior performance.

With growing affluence, the discerning Indian motorcycle enthusiast would be the target consumer for these brands.

NT3

At Auto Expo, the Piaggio Group is also showing the prototype of an innovative vehicle, the **Piaggio NT3**, the symbol of the Group's R&D and design work on future product ranges delivering ideal solutions for future consumer needs. Four wheels, three seats with the driver placed in a forward central seat, the Piaggio NT3 prototype is a tangible demonstration of the advanced level of Piaggio Group R&D in light 4-wheelers, a topic of particular interest in India today. The NT3 prototype is powered by a 230 cc or 350 gasoline engine, and has also been developed in a 350cc hybrid version. All the models offer particularly interesting features for urban and metropolitan environments, with a special focus on eco-sustainability: 80 km/h, up to 33 km to the liter and up to 70 g CO₂/km are benchmark values, not only in Europe but also in the heavily populated areas of India and Asia.