



Piaggio Group's Aprilia brand to enter the Indian scooter market with SR 150

To be priced at Rs. 65,000/-

- Crossover bike from the Piaggio Group to reflect the racing heritage of the Aprilia brand
 - Expected to appeal to urban Indians who are embracing international culture

Mumbai, July 19, 2016 – The Piaggio Group continues its growth in India as it expands its offering in the scooter segment with its brand, Aprilia. The company will introduce the Aprilia SR 150 in India in August 2016. The scooter segment in India is one of the largest in the world, with nearly five million units sold in 2015 and has seen a growth of 20% in the first half of 2016 compared to the same period last year.

Keeping in mind the Aprilia brand heritage, the SR 150 combines the **feel of a sports bike with the ease of a scooter**, making it a crossover vehicle from the brand. It has been designed and engineered in Italy and will be manufactured at Piaggio's India plant in Baramati, Maharashtra. It will be sold at an introductory price of **Rs 65,000/-**.

"After the success of the Ape and the positioning of the Vespa in the premium segment of the Indian market, we are further strengthening our offering in the subcontinent with the entry of Aprilia's SR 150 scooter," said Piaggio Group Chairman and CEO, Roberto Colaninno. "This vehicle is an excellent expression of the Noale manufacturer's sport expertise and offers technology and style superior to those of its direct competitors in the segment."

Adding to this, Mr. Stefano Pelle, Managing Director and CEO, Piaggio Vehicles Private Limited (PVPL), said, "We have received a favorable response to all our launches in the country and with the launch of the Aprilia SR 150, we aim to increase our footprint across the geo. The design aesthetics of the SR 150 reflect the sporty character of the Aprilia brand with a light weight engine which creates a new category in India's the scooter segment".

The Aprilia SR 150 will be characterized by large 14 "wheels with five spokes that are similar to the Aprilia racing bikes which are seen on the Moto GP championship circuits. It will have a single cylinder 150cc, 4-stroke engine. The sporting spirit of the Aprilia has been formed at the highest levels of various competitions and has witnesses 54 world titles. With the Aprilia SR

150, Piaggio will reach out to the urban youth who are not only dynamic but also embrace international culture and are upwardly mobile.

The bookings for the Aprilia SR 150 will commence shortly and will be available through Piaggio Group's distributor network across the country.

About Piaggio Vehicles Private Limited:

Piaggio Vehicles Private Limited (PVPL) is a 100% subsidiary of Piaggio Group, founded in 1884, leader of the European powered two-wheeler market. The Group manufactures scooters and motorcycles as well as three and four wheeled commercial vehicles with an impressive portfolio of brands including Piaggio, Vespa, Aprilia, Moto Guzzi and Apé.

PVPL commenced its India operations in 1999, with the launch of the Apé, which became India's favourite three-wheeler brand in a short span of time.

Piaggio invented the Vespa in 1946. Having successfully established itself in the world wide two wheeler segment, Vespa was launched in India in April 2012. The Company has a state-of-the-art plant in Baramati, Maharashtra, India where it manufactures the iconic Vespa alongside its wide range of 3 and 4 wheeled commercial vehicles.

For information on the Piaggio Group please visit www.piaggiogroup.com

Aprilia was born into racing and is the real sporty flagship brand for Piaggio Group.

With 294 Grand Prix races won in Road Racing World Championship, Aprilia holds the record for the most wins of any European manufacturer in the history of maximum motorcycle competitions. These are joined by an impressive **54 world titles**: 38 in Road Racing World Championship, 7 in Superbike and 9 in Off Road disciplines.

Moto Guzzi is one of the oldest and most respected brands in motorcycle history, a legendary Italian brand beloved the world over for its legendary motorcycles. Established in 1921, and acquired at the end of 2004 by the Piaggio Group, Moto Guzzi has operated continuously for 95 years at the same factory in Mandello del Lario, with its fully stocked museum under the "Eagle brand". The site is one of the most popular destinations for bikers from all over the world. Emblem of a culture and capability of building unique bikes, the Moto Guzzi models are still assembled by hand in the Mandello del Lario plant.

Vespa has been a synonym with two-wheel individual mobility since 1946 when it made its debut; with more than 18 million vehicles produced since then, the Vespa is an incredibly long-lived market success as well as one of the best known icons of Italian style and technology in

the world.

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