



Aprilia SR 150 receives two ‘Scooter of the year 2017’ awards at the CNBC/ Overdrive and NDTV Car and Bike Awards

- The Crossover bike from Aprilia wins the much acclaimed industry awards
- Aprilia SR 150 continues to disrupt the scooter market in India since its launch

Mumbai, December 21, 2016 – Piaggio Group is delighted to announce that its first sports crossover bike in India, the Aprilia SR 150 has received the coveted award of the ‘**Scooter of the Year, 2017**’ twice, at the **CNBC Overdrive Awards** as well as at the **NDTV Car and Bike Awards**. Held few days ago in Delhi, the SR 150 was felicitated with the recognition in the midst of industry experts. Launched in August 2016, the Aprilia SR 150 combines the feel of a sports bike with the ease of a scooter which has appealed to the patrons across the industry. The Aprilia SR 150 has been designed and engineered in Italy and manufactured at Piaggio’s India plant in Baramati, Maharashtra.

With several other prestigious awards to take place next year, Aprilia SR 150 is certain to make its presence felt. The Aprilia SR 150 reflects the racing heritage of the Aprilia brand and with its launch the Piaggio Group has introduced an innovative product in the Indian market.

On this occasion, Mr. Stefano Pelle, Managing Director and CEO Piaggio Vehicles PVT Limited (PVPL), said “It is indeed a matter of pride for us here at Piaggio group to be recognized for bringing in an innovative offering to the Indian market, from a prestigious brand like Aprilia. I would like to congratulate the whole team that has worked hard to translate the racing heritage of the brand into this product. The product is very well received in the Indian market and being recognized through these awards is a testimonial to all the efforts and investments behind such product.”

The CNBC /Overdrive and NDTV Car and Bikes Awards are annual properties of Overdrive and NDTV respectively. They are one of India’s most coveted awards that honor the best two – four wheelers launched in India.

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.

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.

For more details, please contact:

Cohn & Wolfe | 6 Degrees

Nikita Shivdasani / Richa Shah

+91 9930 008317 / +91 7506426992