



Debut of the new Vespa VX on the Indian Market

Vespa VX with exciting hues and additional features all set to take Indians by Storm

New Delhi, 4th July, 2013: Piaggio Vehicles Pvt. Ltd. – the wholly owned Indian subsidiary of the Italian Piaggio Group today announced the launch of the much awaited **Vespa VX**. Bollywood heartthrob Siddharth Malhotra unveiled the Vespa VX in two distinctly different colours **Portovenere Verde (metallic green)** and **Vibrante Rosa (dual tone red and pink)**.



Developed specially for the Indian market the Vespa VX is based on the Vespa LX, the Piaggio Group best seller and one of the most popular scooters on the European and American markets. The Vespa VX joins the Vespa model currently marketed in India. A symbol of aspirational lifestyle, Vespa VX comes with additional features of front disc brake, tubeless tyre, raised saddle handle bar for better grip, new speedometer dial and beige seat option.

Piaggio offers the evolved Indian consumer the Vespa VX in an effort to grow the premium segment created with the original Italian Vespa's arrival in India. The Vespa VX comes loaded with exciting new features that raise the aspiration level for the brand. Vespa VX will be fitted with new zipper pattern tubeless tyres boosting the safety and comfort factor. Furthermore, the new saddle handle bar enhances the stylish look of the Vespa with a touch of chrome along with beige seats giving it a distinctive and classy contrast look.





The Vespa VX is powered by an advanced 4 stroke, 3valve 125cc engine developed exclusively by Piaggio for the Indian market. This engine is an eco-friendly, low emission and highly fuel efficient unit which delivers 60 kms to a litre.

Speaking on the occasion, Mr. Ravi Chopra, Chairman and Managing Director, Piaggio Vehicles Private Limited (India) said,

“Piaggio is delighted to present Vespa VX to cater to a surging demand amongst the discerning Indian consumer. We hope to further strengthen the premium segment with the Vespa VX, offering the Indian youth that lifestyle stature they wish to be associated with. The new features not only offer a better riding experience, it brings the aspirational Indian a step closer to the Vespa Universe.” Furthermore he added, “Starting today, after the success of the first phase in the Vespa launch with a single model just over a year ago, Piaggio is now moving into the second phase for the expansion of the product range.”

Over the years, Vespa has grown from being just a scooter to a lifestyle brand. After winning the hearts of over 18 million riders globally, Vespa has been a success story all over the world. The Vespa has retained its positioning as a timeless and ageless lifestyle classic that leverages its rich heritage and unique values to appeal to the finer emotions of the consumer. Piaggio now takes the Vespa experience one step ahead to deeply resonate with consumers who have a thirst for a luxurious lifestyle.