

Vespa launches Elegante 150 CC Special Edition in India; adds a touch of style and elegance to the premium scooter range

- Priced at INR 95,077/- ex-showroom Pune; the scooter is available in two colours – new Beige Unico and Pearl White
- The scooters are available exclusively at the at exclusive Motoplex stores and Vespa/Aprilia dealerships across India

April XX, Pune: Celebrating the spirit of life and freedom, Vespa is delighted to announce the launch of its special edition scooter in India – **Vespa Elegante 150 CC**. Symbolizing elegance, style and sophistication; the new Vespa is set to create a benchmark in the premium scooter category in the country. Exuding the luxurious feel of Italian craftsmanship, the design aesthetics of the bike is set to appeal to the Vespa enthusiasts. It adds to the already existing Vespa portfolio of SXL, VXL.

Priced at INR 95,077/- ex showroom Pune, the new Vespa Elegante Special Edition reflects the classy and irreverent side of the brand. Inspired by the pristine beauty of the beaches of Italy, the scooter is available in a unique 'Beige Unico' colour apart from the 'Pearl White'. It is also equipped with colour co-ordinated twin leather finished seats, tinted fly screen and an exclusive 'Elegante Badge'. The Vespa Elegante Special Edition is powered by a 150cc engine and has 12" alloy wheels that come with tubeless tyres. The bike also comes with additional accessories such as a colour co-ordinated helmet and all round chrome guard kit along with a front bumper guard.

Commenting on this launch, Mr Stefano Pelle, CEO and Managing Director, Piaggio Vehicles Private Limited (India) said, "Piaggio is delighted to offer to its fans in India, the stylish special edition Vespa Elegante 150 CC. The special edition Vespa Elegante symbolizes Piaggio's ownership of the premium scooter segment that the group has successfully created in the Indian market. With its classy yet modern designs, Vespa Elegante will be a proud possession of the Vespa enthusiast."

The new Vespa Elegante Special Edition is available exclusively at all the Motoplex stores and at the Vespa / Aprilia dealerships across India. The Motoplex Stores offer the Group's full range of prestigious brands (Piaggio, Vespa, Aprilia and Moto Guzzi), representing a completely innovative multi-brand flagship store formula, in line with the new global strategy for in-store experience that the Piaggio Group is developing in the principal metropolitan areas around the globe. The new Vespa Elegante Will also be available online via PayTm where Vespa enthusiasts can avail of exciting cash back offers, the branded apparel, accessories and helmets are available exclusively at the Motoplex stores, at the Vespa / Aprilia dealerships across India and online on Amazon 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.

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, where it manufactures the iconic Vespa alongside the newly launched Aprilia SR 150 and also manufactures a range of 3 and 4 wheeled commercial vehicles at a separate manufacturing facility in Baramati.

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