

~ *Art Inspires Art: Introducing “Vespa Elegante”, the premium limited edition series by Piaggio* ~

Pune, 16th September, 2014: Vespa has always celebrated the spirit of inspiring trends and the muses that define them; in using them as an inspiration to create something new. Keeping its core values of style and premium quotient in mind, Piaggio Vehicles Pvt. Ltd. launched its new series “*Vespa Elegante*”, a versatile premium limited edition Vespa.

Targeting the discerning youth of today, seeking a differentiated premium product offering, Vespa Elegante marks a new grade in style and elegance in the premium scooter range.

Vespa Elegante has been launched with two new attractive metallic colors :-

- Inspired from the brown clays of Seina Region in Italy, “*MARRONE CRETE SENESI*” &
- “*BIANCO PERLA*” inspired from the exquisite white pearls from the sea



Vespa Elegante presents to the Vespatric:

- A brand new front look incorporating a chrome grill
- Colour coordinated leather finished twin seats
- An all-round chrome guard kit alongwith a front bumper guard
- A Limited Edition “Elegante” badge
- A colour coordinated limited edition helmet that takes the value proposition to a different level

Vespa Elegante signifies the Vespa culture of being unique and reinforces the mark made by the Italian Piaggio group in India. Launched specially for the festive season, Vespa Elegante aims to satisfy the aspirational needs of the discerning Vespa enthusiast.

The scooter is powered by advanced 125cc 3 valve high efficiency engine, has disc brakes, tubeless tyres and alloy combination wheels as standard.

The Vespa Elegante is priced at Rs. 78,999 ex showroom Delhi

Speaking at the launch, **Mr Ravi Chopra, Chairman and Managing Director, Piaggio Vehicles Private Limited (India)** said, “*Piaggio is delighted to offer the stylish limited edition Vespa Elegante for its Indian fans. The Limited Edition Vespa Elegante symbolizes Piaggio’s ownership of the premium scooter segment that the group has successfully created in the Indian market. It takes the legacy of the iconic Vespa to another high. With its classy yet quirky designs, Vespa Elegante will be a proud possession of any real Vespa*

*enthusiast. We at Piaggio, understand the needs of our aspirational consumers and believe that the Esclusivo will enable them to experience another mark in the Vespa culture of being **Do You Vespa**"*

Elegante will also be showcased through special previews that will be conducted in Pune, Hyderabad and Bangalore. Speculations of its launch have already created a stir in the market and it is likely to receive a great response just like other products from the Vespa range. Riding high on the whopping response received for Vespa Esclusivo, Piaggio plans to introduce more such distinctive offerings at regular intervals. Annually, the 2w enthusiast can expect one or two such limited edition Vespa's, which would be distinctive, exclusive and individually badged.

About Piaggio Vehicles Private Limited

Piaggio Vehicles Private Limited (PVPL) is a 100% subsidiary of Piaggio & C S.p.A. PVPL commenced its India operations in 1999, with the launch of the apé, which became India's favorite 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 The Company manufactures the iconic Vespa at its state-of-the-art plant in Baramati.

The Vespa, a household name worldwide, epitomizes the unmistakable world famous design and is a perfect combination of style & practicality, with comfort & legendary looks. Vespa is not just a symbol of Italian creativity; it's a unique example of immortal design that has become a part of social history. Known for its heritage, the Vespa with the Italian design and style is positioned as a lifestyle product in the Indian market.

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