



## ALESSANDRO DEL PIERO IS THE WORLD-WIDE VESPA BRAND AMBASSADOR

**National, August 17<sup>th</sup>, 2015:** VESPA, the premium Italian lifestyle two-wheeler brand, proudly announces ALESSANDRO DEL PIERO, as its world-wide Brand Ambassador. ALESSANDRO DEL PIERO is a legendary football player and winner of the 2006 FIFA World Cup with the Italian team.

ALESSANDRO DEL PIERO will pay visit to India on 1<sup>st</sup> of September, for a spectacular VESPA event. The event will be a special day for all VESPA lovers and football lovers to gather and celebrate their idol in real.

The VESPA event will start with various activities, interactions with media and Vespa fans from the morning till the afternoon of 1<sup>st</sup> September. The booming moment will be the VESPA - ALESSANDRO DEL PIERO exclusive cocktail party in the evening, where number of VESPA lovers and football fans will gather to celebrate these two Italian icons.

Commenting on this new association, **Mr. Stefano Pelle, Managing Director, Piaggio India** said, *"We are very excited to have Alessandro Del Piero join the Vespa family here in India. Vespa and Alessandro Del Piero have many things in common, two worldwide famous Italian symbols recognized for their successes and profound impact on public opinion. Moreover both Vespa and Alessandro Del Piero show a very classy elegance, a contagious spirit of freedom and the ability to move people's emotions, bodies, and beliefs"*.

Over decades, VESPA has been applauded as one of Italy's design and cultural icon all over the world. With the presence of ALESSANDRO DEL PIERO -one of the best Italian football players of all time- this is a meet between two legends globally recognized for style, quality and Italian excellence.

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### **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 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 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.