



## VESPA GLOBAL BRAND AMBASSADOR ALESSANDRO DEL PIERO LAUNCHES THE NEW 150 cc PREMIUM VESPA RANGE in India

**National, 1<sup>st</sup> Sept, 2015:** Vespa, the most famous scooter in the world, expanded its product offering in India and premiered its most powerful 150cc range of scooters during an exclusive lifestyle event in Mumbai. Vespa, a timeless icon of Italian lifestyle is much more than simply a commuter vehicle. Through its unique design and cutting edge technology, Vespa has changed the way people move around and inspires freedom of mind.

Vespa's global brand ambassador Alessandro Del Piero, unveiled the brand's new 150 cc range and launched the "Vespa for Children/ Del Piero version" programme for a charity auction, under the umbrella Piaggio Group charity "Vespa for Children". During the evening, a Vespa signed by the soccer star was auctioned.

The new Vespa SXL and Vespa VXL ride on a very powerful 150 cc, 3 valve engine delivering excellent performances. They are also available in very efficient 125 cc, 3 valve engines. The Vespa new range sports a new look and is loaded with features such as digital instrument console, 11 inch front alloy wheel, broader tubeless tyres, front disc brake, single piece monocoque steel body and many more.

Vespa has always been ahead in fulfilling the needs of aspiring and discerning youth. Today, Vespa, with its new 150 cc range is pioneering the premium scooter segment with high performance.

The Vespa SXL range is available in 5 attractive colours (orange, matt black, white, matt red and azure blue), whereas the Vespa VXL range is available in 6 exciting colours (yellow, white, red, matt black, green and maze grey).

The Vespa 150 range has the SXL 150 cc priced at INR 88, 696 and the VXL 150 cc is priced at INR 84, 641. The new 125 cc range has the SXL priced at INR 81,967 and VXL 125 is priced at INR 77,308.( All prices are ex showroom Pune )

**Mr. Stefano Pelle Managing Director of Piaggio India** said, *"We are very happy to introduce the new Vespa 150 cc powerful range in presence of our global brand ambassador, Alessandro Del Piero. Vespa and Alessandro Del Piero have a lot of things in common, and they both well represent the excellences of Italy. Two globally renowned Italian icons, two urban legends recognized for their successes and profound impact on public opinion, Vespa and Alessandro Del Piero show a very classy and dynamic elegance and a contagious spirit of freedom able to move people's emotions, bodies, and beliefs"*.

An international football legend, Alessandro Del Piero has played on the Italian National team in three World Cups, becoming World Champion on 9 July 2006 at the Berlin Olympiastadion. He scored 27 goals in 91 matches with the Italian "Squadra Azzurra". Del Piero played with Juventus Football



Club of Turin for 19 seasons. He holds all the possible personal records in the Club, including 705 official presences, 289 official goals and 18 titles won. Juventus FC is the Italian football team that has won the most national “Serie A” titles. During his career, Del Piero has scored 344 goals.

In India, the reputation of Vespa is a clear demonstration that the Italian values and spirit are making their way through very successfully. Similarly, Italian football and Alessandro Del Piero are able to attract millions of Indian fans, amuse their lives and make their free time more exciting and enjoyable. *“Football is the most well-known and widespread sport in the world. I see this every time I meet people in every country who recognise me and talk about my success”* **Alessandro Del Piero** confirms. *“Vespa is a great Italian icon and has a lot in common with football: it is well-known everywhere, it brings attraction and friendship, it makes you feel good and young, it’s cheerful and fun. As an Italian I feel proud every time I see a Vespa around the world, a scooter that I have used since I was a boy. India is simply an extraordinary country, almost a second home for Vespa after Italy.”*

### **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 favourite 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.

For more information on the Piaggio Group please visit the [piaggiogroup.com](http://piaggiogroup.com) web site.

### **About “Vespa for Children”**

Vespa for Children, is a Piaggio Group international charity program whose goal is to improve the quality of life of infants and children. Vespa for Children was launched on April 2013, financing an important collaboration program between the National Hospital for Paediatrics in Hanoi and the Bambino Gesù Children’s Hospital in Rome. This Italian hospital helps children suffering from complex urological pathologies – urogenital malformations and renal failure – who need kidney transplants or other forms of surgical treatment and dialysis.

### **About Alessandro Del Piero**

Alessandro Del Piero joined Juventus Football Club in 1993, and has since obtained all the accolades of the beautiful game. Spending nineteen seasons of his career at Juve, he is the record-holder for appearances (705) and goals (289), and is known worldwide for his creative and attractive football,



and stunning free kicks. He has won 18 trophies with Juventus, including eight "scudetti" Serie A Championships on the field, one UEFA Champions League, one Intercontinental Cup with his decisive goal in the final in Tokyo. During FIFA World Cup 2006 he became world champion, scoring a goal in the semifinals and kicking one of the five penalties that gave the title to Italy, moved to Sydney FC in 2012 where he was seen Australia-wide as the A-League's first truly world class player.

In 2014 he was named the first global ambassador for the AFC Asian Cup, to take place in Australia in 2015. At the same time he was chosen to be an ambassador for the new Indian Super league ISL2014, extremely important for the launch and diffusion of football in the country. He played for Delhi Dynamos FC.

During his career he scored 344 goals in official matches. Alessandro's official web site is [www.alessandrodelpiro.com](http://www.alessandrodelpiro.com).

***For further information, please contact:***

**Genesis Burson Marsteller**

Kshitija Kadam

+91 8879685399

[kshitija.kadam@bm.com](mailto:kshitija.kadam@bm.com)

Hetal Mehta

+91 7045645319

[hetal.mehta@bm.com](mailto:hetal.mehta@bm.com)