



## **Vespa launches a new episode of the “Do you Vespa” TV commercial for the year 2016.**

**Pune, 25<sup>th</sup> April, 2016** – The “**Do you Vespa**” campaign has been conceptualised and brought to India in June 2014 to celebrate Vespa as an icon and its unique personality, that makes Vespa the classy and irreverent side of urban mobility. It is not just a scooter; it's a brand with real attitude one that looks at the world with fresh, optimistic and playful eyes. The same strong personality is expressed by the Vespa drivers, something that non Vespa-riders will aspire for. The inspiration for the commercial comes from existing Vespa riders who are not followers but trendsetters in their own leagues. These Vespa riders stand out in the crowd because of their unconventional path through life. The commercial is a preview into their lives and celebrates the spirit of those Vespa riders who dare to ask questions and challenge the daily conventions of life by doing their own thing, which triggers the question “**Do You Vespa?**” The TVC presents the new **feature-loaded powerful 150 cc Vespa** and showcases the joy of riding experienced by a Vespa rider as he zips through city traffic with effortless ease.

Shedding light on the television commercial in India, Stefano Pelle, CEO, Piaggio India said, “Vespa is an iconic brand with its very own ideology which depicts a way of life. The new TVC takes this ideology further by displaying the joy of riding experienced with the new, feature-loaded, powerful 150 CC Vespa in a distinct ‘Do You Vespa ?’ setting. ”

### **Commercial details –**

Youtube link – <https://youtu.be/a5vMVorM0bo>

Advertising agency – BBH 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.

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

**For more details, please contact:**

Cohn & Wolfe| 6 Degrees

Nanditha Harnath/ Vaibhav Joshi

+91 96198 55092/ +91 99203 14783

[Nanditha.Harnath@cohnwolfesixdegrees.com](mailto:Nanditha.Harnath@cohnwolfesixdegrees.com)

[Vaibhav.Joshi@cohnwolfesixdegrees.com](mailto:Vaibhav.Joshi@cohnwolfesixdegrees.com)

/