

Piaggio presents the new sporty Vespa S to director Unni Vijayan for his win at the River to River Florence Indian Film Festival

Bangalore, 2nd April 2014: Italian auto major, **Piaggio** felicitated award winning director, Unni Vijayan for his win in the category of best movie at the 13th edition of the **River to River Florence Indian Film Festival held in** Florence held in association with Piaggio Foundation. Unni Vijayan won the award for his movie 'Lessons in Forgetting', a movie based on the adaptation book of Anita Nair.

The aim of River to River is to promote only films from and about India and it is the first Festival of this kind in the world. Under the patronage of both the Indian and Italian high Commission, the festival aims to showcase the culture and traditions of India through its movies to the international audience. Held annually in Italy, this festival enables budding movie makers from India to showcase their talent in the global platform.

Piaggio foundation has been closely connected with the ideology of River to River Indian Film Festival. Piaggio believes in encouraging art from India, every year it applauds the best director through its Piaggio foundation award. Applauding his win at the festival, Piaggio presented director Unni Vijayan with the sporty new Vespa S for his winning film, '**Lessons in Forgetting**' at Bangalore, the very home town of Unni Vijayan

Speaking about their association with the Film Festival, **Ravi Chopra, Chairman and Managing Director, PVPL** said, "*We are extremely proud to felicitate Unni Vijayan for his great win at the River to River Florence Indian Film Festival. Vespa has a long standing association with film and cinema, and we are delighted to reinstate our association with the prestigious River to River festival for the third consecutive year. Unni Vijayan has done us proud and we are looking forward to a continued collaboration with this platform that showcases the best Indian talent in film abroad.*"

Commenting on this commemoration, **Selvaggia Velo, River to River Florence Indian Film Festival**, said, "*I am delighted that Piaggio has collaborated with the River to River Florence Indian Film Festival for yet another year. This year 'Lessons in Forgetting' has been awarded as the winning entry and we couldn't be more happy to present Mr. Unni Vijayan with the enviable Vespa S.*"

'Lessons in Forgetting' was Unni Vijayan's directorial debut. Prior to directing this film, he has been the editor of films such as *The Blueberry Hunt* and *Mansarovar*.

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.

PVPL has its corporate offices in Pune and has created a world class facility at Baramati, Maharashtra, with a capacity per annum of 300,000 of 3 Wheeled and 80,000 of 4 wheeled commercial vehicles. Furthermore, PVPL has to date, over 1.5 million satisfied customers across the country. Today, over 300,000 tons of cargo is transported daily across the country on the apé.

A turnover of near Rs 25 billion was achieved in 2012 and a total volume of approximately 225,000 vehicles were sold in 2012. The Company offers employment to over 3000 persons spread across the country.

A world class, engine manufacturing facility has been set up to produce two wheeler gasoline and the next generation, fuel efficient and environmentally friendly diesel engines in Baramati. The facility serves as a hub for the Piaggio Group.

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 set up state-of-the-art plant in Baramati to manufacture the original, iconic Vespa.

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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