



## Sporty VESPA S hits Indian roads

**Mumbai, 4<sup>th</sup> March 2014:** Piaggio Vehicles Pvt. Ltd. – the wholly owned Indian subsidiary of the Italian Piaggio Group today announced the launch of the sporty new **Vespa S** in the presence of Bollywood star **Imran Khan**. The charismatic Imran Khan unveiled the chic new Vespa S in an all new orange and matt black colour.

The **Vespa S** signifies the Vespa culture and reinforces the mark made by the Italian brand in India. The introduction of the Vespa S, with its sporty style and design, strengthens Piaggio's position in the premium scooter segment that the group has successfully created in the Indian market. **Vespa S** joins the earlier launched Vespa LX and VX thereby making for a strong statement on the Indian roads with their bright hues specifically designed as a symbol of aspirational lifestyle.

The **Vespa S** reinforces the Vespa's Italian design and style that has endured many decades of changing lifestyles. Touted to be the **sportiest and most youthful Vespa**, the **Vespa S's** clean, essential lines express a dynamic and lively character. It is a Vespa that makes minimalist design its distinguishing feature in order to definitively win the approval of the young enthusiasts. **The square headlight and mirrors, new sporty speedometer cluster, the sculpted and contoured saddle, black alloy combination wheels are distinguishing features that make the Vespa S a cool and sporty model.**

Speaking at the launch, **Mr. Ravi Chopra, Chairman and Managing Director, Piaggio Vehicles Private Limited (India)** said, *“Piaggio is delighted to present Vespa S to the dynamic youth in India. As we move closer to our 2 year existence in the Indian market, we are proud to launch our third Vespa to further strengthen the premium segment we have successfully created. The Vespa S is truly a game changer. With its square design elements, it has opened up a new, non-conventional space. We understand the needs of the aspirational consumers and believe that the Vespa S will enable them to experience another notch in the Vespa lifestyle.”*

The **Vespa S** rides on a very efficient 125cc, 3 valve engine delivering excellent performance and good mileage. The scooter is also loaded with features like disc brakes, tubeless tyres, single piece steel monocoque chassis and is available in 4 colours – matt black, Orange, red and white.

The Vespa S will be available in dealerships across the country

### **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.

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.

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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