

PIAGGIO FAST FORWARD: THE GITA ROBOT RECOGNISED WITH AN HONOURABLE MENTION AT THE *INNOVATION BY DESIGN* AWARDS 2020

Greg Lynn, PFF CEO: “*The new patterns of behaviour are leading to more walkable, inclusive and connected communities. The award is a recognition of our work on Gita to redefine micro-mobility in the 21st century*”

*Milan - 30 September 2020 - Gita, the revolutionary robot designed, developed and produced by Piaggio Fast Forward (PFF) has been assigned an **honourable mention** in the mobility category of Fast Company's 2020 *Innovation by Design* awards.*

Fast Company is the world's leading magazine in the corporate media sector, with a special focus on technology innovation, leadership and design. The awards, which can be found in the magazine's October/November 2020 issue, recognize people, teams, and companies who see design as a tool at the service of innovation. One of the most sought-after design awards in the industry, Innovation by Design is the only competition to honour creative work at the intersection of design, business, and innovation.

“We are excited to join Fast Company's list of the world's most innovative companies, with whom we share a passion for design which for us has a core role in the development of products and services,” said Piaggio Fast Forward CEO Greg Lynn. “The new patterns of behaviour are leading to more walkable, inclusive and connected communities. The award is a recognition of our work on Gita to redefine micro-mobility in the 21st century”.

“We need innovative design more than ever,” said Stephanie Mehta, editor-in-chief of Fast Company. “The 2020 honourees have brought creativity, inventiveness, and humanity to address some of the world's most pressing problems, including the global pandemic, racial injustice, and economic inequality. Together these entries offer a glimpse into a future that is more inclusive, more accessible, and more just.”

The honourees for the 2020 awards were selected from more than 4,000 entries in over twenty categories. Among them are projects, products and services from Spotify, Google, Disney+. The judges include renowned designers from a variety of disciplines, business leaders from some of the most innovative companies in the world, and Fast Company's own writers and editors. Entries are judged on the key ingredients of innovation: functionality, originality, beauty, sustainability, user insight, cultural impact, and business impact.

Gita is the first innovative project of Piaggio Fast Forward (PFF), the Boston-based robotics and future mobility company of the Piaggio Group.

It is a unique follow-me robot carrier, with a payload of 20 kg, designed to follow the user indoors and outdoors, at a top speed of 10 km/hour and with a 4-hour battery life.

Gita robots are produced in the new Piaggio Fast Forward facility in the Charlestown district of Boston. **Marketing began in November last year through online channels, with a first phase focused on the US market, where the circulation of robots on city streets is already regulated.**

Piaggio Fast Forward

Established in 2015 by the Piaggio Group, the Piaggio Fast Forward (PFF) robotics company is revolutionising mobility with intelligent lightweight solutions designed to help people move easily, more frequently and in a fun way. PFF's mission is to develop technology that helps people stay independent. PFF launched its first

product on the market in 2019, the Gita, a unique follow-me robot with a payload of 20 kilograms. Gita is available on mygita.com. To find out more piaggiofastforward.com.

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