



## PIAGGIO GROUP LAUNCHES THE NEW (VESPA)<sup>RED</sup> VXL IN INDIA AND BOOSTS ITS INTERNATIONAL COMMITMENT TO THE FIGHT AGAINST AIDS

**Event testimonial leading actor Farhan Akhtar,  
United Nations Women Goodwill Ambassador**

**Milan, 4 October 2017:** The Piaggio Group has strengthened its collaboration with (RED) and its commitment to the fight against AIDS with the presentation in Mumbai of the new (VESPA)<sup>RED</sup> VXL model for the Indian market. The event testimonial was Bollywood celebrity Farhan Akhtar, a former **United Nations Women Goodwill Ambassador**, who also purchased the first (VESPA)<sup>RED</sup>.

With the new entry, the Vespa range in India has been joined by a very special two-wheeler combining the unmistakable **Vespa style, enhanced by a red livery, with participation in the (RED) project.** Vespa and (RED) are two prestigious and highly respected worldwide brands, which have come together because they share the same values and the same vision of a better world for future generations.

*"We are thrilled that through our collaboration with the Piaggio Group, for the first time in India funds can be raised to support the critical work of the Global Fund," said (RED) CEO Deborah Dugan. "The (VESPA)<sup>RED</sup> is beautiful not only because of its striking red colour and great design, but also because its best feature is fighting AIDS."*

*"This is an important step for the Vespa brand in India and a matter of great pride for us to introduce this new version. In India, the Vespa brand is growing and aims to establish a front-line position in the premium segment of the scooter market," said Diego Graffi, CEO and Managing Director of Piaggio Vehicles Private Limited (PVPL, Piaggio India). "Through our partnership with RED and the work of the Global Fund in India, we can help create an environment where people are better equipped to fight preventable and treatable diseases."*

**For each (VESPA)<sup>RED</sup> purchased, a donation of 50 dollars will be made to the Global Fund for the fight against AIDS in India.** Each vehicle sold will provide **more than 165 days of vital HIV medication**, which can help save the lives of many mothers and prevent transmission of the virus to unborn children.

Vespa is the world's first automotive brand to collaborate with (RED)<sup>®</sup>, and a desire to contribute to projects of such high social sensitivity is wholly consistent with its values and DNA: for many years, through its charity program *Vespa for Children*, it has been closely involved with needy children suffering from ill-health.

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(RED) was founded in 2006 by Bono and Bobby Shriver to harness the power of people and business in the fight against AIDS. (RED) partners with the world's most iconic brands. To date, it has generated more than 475 million dollars for the Global Fund to combat AIDS, tuberculosis and malaria and to support HIV/AIDS grants. The proceeds go 100% to work on the ground, with no deductions for overheads. Global Fund grants that (RED) supports have provided assistance for more than 90 million people, through prevention, treatment, counselling, HIV testing and care services.

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