

**PIAGGIO GROUP: PIAGGIO FAST FORWARD A WINNER OF THE GOOD DESIGN®  
AWARDS PROGRAM 2017 FOR THE GITA ROBOT  
AT THE CHICAGO ATHENAEUM INTERNATIONAL MUSEUM**

*Boston, Massachusetts (USA) -December 18, 2017 - Piaggio Fast Forward (PFF), the Piaggio Group company at the cutting edge of research into mobility of the future, has been named as a winner of this year's GOOD DESIGN® AWARDS, the oldest and most prestigious global awards program for design excellence.*

PFF was selected in the **Robotics** category for GITA, and is a revolutionary and visionary project. In addition to its futuristic design, GITA is characterized by innovation, technology, sustainability, creativity, environmental responsibility, state-of-the-art materials and functionality. In meeting these criteria in full, GITA presents a singular excellence and the ability to stand out among contemporary designs.

Founded in Chicago in 1950 by architects Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann Jr., and now in its 67<sup>th</sup> year, the GOOD DESIGN® AWARDS program is organized by The Chicago Athenaeum Museum of Architecture and Design, in collaboration with the European Centre for Architecture, Art, Design and Urban Studies. The winners are chosen after a lengthy selection process of the best designs.

Every year hundreds of companies from around the world submit industrial, product and graphic design projects, in categories ranging from electronics to transport, furnishings to sports equipment, graphics to robotics.

The GOOD DESIGN® AWARD is the third distinguished recognition in 2017 for Piaggio Fast Forward and the GITA project: in May it was the winner at the MITX Awards 2017 in the **Disruptive Genius - Company** category and in September it was named as one of the “**Top 100 Most Innovative and Disruptive Construction Companies**” in the **Robotics** category by Disruptor Daily.

Piaggio Fast Forward presented its first innovative projects, GITA and KILO, in Boston in February 2017. The GITA and KILO revolution lies in the support the devices will be able to provide for people as they move around in their daily lives, extending their range of action. They are conceived as a mobility platform that can be personalised and enhanced to meet a variety of needs in multiple scenarios.

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**Piaggio Fast Forward**

PFF was founded in 2015 by the Piaggio Group to head its operations in smart mobility solutions for people and goods. Its mission is to help people move better, further, faster and more enjoyable. It builds robots and light transport solutions to travel with and beside people. In the present era of artificial intelligence, autonomy and ubiquitous networks, PFF seeks to promote more vibrant cities filled with pedestrians, cyclists and skaters, whose mobility is enhanced by new varieties of smart vehicles. PFF is headquartered in Boston, Massachusetts.



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