

PIAGGIO GROUP:

Established in 1884, the Piaggio Group is Europe's largest scooter and motorcycle manufacturer and one of the world's leaders in its sector. Roberto Colaninno holds the position of Chairman and Chief Executive Officer since 2003 and since 2006 Piaggio Group (PIA.MI) has been listed on the Italian stock exchange.

Today the Piaggio Group has three separate business arms:

- **Two-wheelers**, scooters and motorcycles ranging from 50cc to 1,400cc, with 376,000 vehicles shipped in 2017. The Group brands include: Piaggio (with the Liberty, Beverly, Medley, MP3 scooter models), Vespa, Aprilia (which competes in the MotoGP championship with the Aprilia Racing team), Moto Guzzi, Gilera and Derbi.
- **Light commercial vehicles**, with the Ape and the Porter *in primis*. In 2017 the Group manufactured 176,800 light commercial vehicles and in September 2017 it signed an important strategic partnership with the Foton Motor Group, China's largest commercial vehicle manufacturer with revenues of about 46.5 billion CNY and approximately 40,000 employees around the world, for the production (in Italy) of new light commercial vehicles. Marketing is scheduled to begin in 2020.
- The **robotics division** with Piaggio Fast Forward, the Group's research centre for the mobility of the future headquartered in Boston.

PIAGGIO IN THE WORLD

The Piaggio Group has **six industrial sites**: in Italy, in **Pontedera** (Pisa), where its largest production plant is located which produces Piaggio, Vespa and Gilera two-wheelers, light commercial vehicles for the European market and engines for scooters and motorcycles; in **Noale**, the home of Aprilia Racing, and in **Scorzè** (Venice) where Aprilia and Scarabeo two-wheelers are produced; in **Mandello del Lario** (Lecco) Moto Guzzi motorcycles have been produced since 1921; in India in **Baramati** (in the state of Maharashtra); and in Vietnam in **Vinh Phuc**. The Pontedera site also houses the **Piaggio Museum**, whose renovation and extension in April 2018 has doubled the exhibition area making it one of the largest automotive museums in Europe with over 250 vehicles displayed. In Mandello, the **Moto Guzzi Museum** displays the main vehicles produced by Moto Guzzi since its first model, which enthusiasts regard as two-wheeler milestones.

To celebrate its 130th anniversary, the Piaggio Group has published (for Rizzoli) "**FuturPiaggio, - 6 lezioni italiane sulla mobilità e sulla vita**" by Jeffrey Schnapp, who, through a futuristic research-oriented lens, looks back at the Group's history and outlines the philosophy and future of the company and its brands.

TWO-WHEELERS

The Piaggio Group product range comprises scooters, motorcycles and mopeds with displacements from 50 to 1,400cc for the **Piaggio, Vespa, Aprilia, Moto Guzzi, Gilera, Derbi, and Scarabeo** brands. The Piaggio Group brand portfolio includes some of the most prestigious and historic names in motorcycling: from **Gilera** (established in 1909), to **Moto Guzzi** (1921), **Derbi** (1922) and **Aprilia** which in little more

than twenty years has established itself as one of the most successful manufacturer brands in the world Speed and Superbike championships. In scooters, the extraordinary **Vespa** brand has been a byword for individual mobility on two wheels since 1946 and – with more than 18 million scooters sold to date – an incredibly long-lived commercial success and one of the world's most famous icons of Italian style and technology.

ELECTRIC WORLD

With a tradition in electric engines dating as far back as the mid-1970s and the launch of the first and most popular hybrid scooter, the Piaggio Mp3 Hybrid, the Piaggio Group launched the Vespa Elettrica on the European market during EICMA 2018 (during the first half of 2019 sales will begin also in U.S. and Asia). Vespa Elettrica, produced at the Pontedera plant (Pisa), has a completely electric power unit of 4 kW and a maximum range of 100 km.

THE MOTOPLEX STORES

In December 2014, the Group launched a program to strengthen its worldwide distribution network with the introduction of the Motoplex store concept and the opening of the first store.

The Motoplex stores offer the Group's full range of quality brands (Piaggio, Vespa, Aprilia and Moto Guzzi) and represent an innovative model of multi-brand flagship store, consistent with the new global in-store experience strategy being developed by the Group in key metropolitan areas around the world. Today 300 Motoplex stores operate in Europe, America, Asia, India and Oceania, flanking the traditional dealer network.

The largest Asian Motoplex was opened in 2017, in Bangkok. The event marked the Piaggio Group's entry into the Thai motorcycle market, extending its already strong presence on the local scooter market. The first openings in 2018 include the Motoplex stores in Hong Kong and in Bangalore.

ACTIVITIES IN SPORT

The Group has achieved outstanding results in sport: 104 world championship titles with Aprilia, Moto Guzzi, Gilera and Derbi.

A relative youngster in sport, Aprilia has become one of the most successful names in motorcycle racing history, with no fewer than 54 world championship titles (28 since its acquisition by the Piaggio Group). Its most recent victories were in 2015, in the Superstock 1000 FIM Cup, when it secured the Riders and Manufacturers titles. In 2015, Aprilia Racing made a return to the top world motorcycle racing class, MotoGP.

From the Innovation perspective, the German Quality and Finance Institute named Aprilia as the top Italian innovative company in the motorcycle and scooter sector.

COMMERCIAL VEHICLES

In 2017, the Piaggio Group shipped 176,800 commercial vehicles worldwide, confirming its position as a player of growing importance on the market for 3- and 4-wheel light commercial vehicles for the transportation of passengers and goods. Besides the **Porter** and the **Quargo**, the Group brands in this sector include the iconic and versatile **Ape**, which celebrates its 70th anniversary in 2018. Since 1999, the Ape has also been produced in India, at the facility of Piaggio Vehicles Private Limited (PVPL, owned 100% by the Group) in Baramati, in the state of Maharashtra.

PVPL has an overall share of 30.7% on the Indian 3-wheeler market and is market leader in the cargo segment, with a share of almost 50%. The Group is rolling out an important international development program for commercial vehicles, which began with the recent strengthening of its presence in the high-potential markets of Latin America, Africa and Asia and the extension of the distribution network to 23 countries.

In September 2017, in Beijing, the **Piaggio Group** and **Foton Motor Group** signed an important preliminary agreement for the strategic development of a new range of four-wheel light commercial

vehicles. The agreement concerns the development of a new range of commercial vehicles and will lead to a significant expansion of the Group's core market. The vehicles will be manufactured in the Piaggio Group's Italian factories, and launched starting from 2020.

PIAGGIO FAST FORWARD

Piaggio Fast Forward (PFF) is a company established by Piaggio Group, based in Boston, which represents the **Group's research center for the mobility of the future**. In February 2017, it presented its first innovative projects, **Gita** and **Kilo**. These are two smart autonomous vehicles designed to improve mobility productivity in today's increasingly complex urban environments, with a payload of up to 100 kg and a range of 20 km in an urban setting. The vehicles accompany the user, map their surroundings and monitor other moving objects.

During 2017 **PFF received a number of important acknowledgements for its work in robotics**, including the **Disruptive Genius – Company award** at the **2017 MITX Awards** for distinction in *“unconventional innovative thinking, being the first to explore new frontiers and promoting the innovation economy through its operations”*; inclusion in the **Top 100 Most Innovative and Disruptive construction Companies** in the **Robotics** category by **Disruptor Daily**, a prestigious international web journalily, thanks to *“the strong technological capabilities of Gita”*; the prestigious **GOOD DESIGN® AWARDS 2017** in the **Robotics** category with Gita, *“considered a revolutionary and visionary project”*.

Piaggio Fast Forward is chaired by **Michele Colaninno**; **Greg Lynn** is Chief Executive Officer and **Jeffrey Schnapp** is **Chief Visionary Officer**.

The members of the PFF Advisory Board are **Roberto Colaninno** (Chairman and CEO of the Piaggio Group), **Nicholas Negroponte** (Founder of MIT Media Lab), **Daniela Rus** (Director of the Science and Artificial Intelligence Laboratory at the MIT in Boston), **John Hoke** (Vice President Global Design at Nike), **Doug Brent** (Vice President Technology Innovation at Trimble) and **Jeff Linnell** (former Director of Robotics at Google).

UPDATE: NOVEMBER 2018

FOR FURTHER INFORMATION AND PHOTO GALLERIES, SEE THE PRESS AREA OF THE PIAGGIO GROUP

WEBSITE: www.press.piaggiogroup