



PRESS RELEASE

APRILIA RSV4 VOTED SPORTS BIKE OF THE YEAR BY MOTORCYCLE LOVERS FROM 12 COUNTRIES

For the second year in a row, European motorcyclists pick the Italian V4 that made an astonishing debut at the SBK world championship

Noale, 10 March 2010 - **Aprilia RSV4**, the super sport bike that set a new benchmark for engine and chassis performance both on the road and on Superbike world series tracks, was voted the **best sports bike of 2010** by motorcyclists from **12 countries**.

The **Aprilia RSV4**'s two road versions "**Factory**" and "**R**" won hands-down in a survey among **over 100,000 readers** of the Italian monthly magazine **In Moto** and other **11 popular motorcycling magazines**: **Motorrad** (Germany), **Motociclismo** (Spain), **Moto Journal** (France), **Motoplus** (Holland), **Töff** (Switzerland), **Motorevija** (Croatia), **Motor Revü** (Hungary), **Motocykl** (Czech Republic), **Motocykl** (Poland), **Univers Moto** (Romania) and the Brazilian magazine **Motociclismo**.

The **Aprilia RSV4** won the coveted **Sports Bike category** award with nearly **one third of the votes** cast by readers, besting other top contenders by over 10%.

The extraordinary 1000 cc bike from Noale scooped yet another international award and its **second consecutive Bike of the Year win**. As a matter of fact, the Aprilia V4 had been awarded the **Bike of Year title in 2009 as well**. Another winner was the **Aprilia RS 125**, that dominated the **125 cc category**. Like its bigger sister, the RS 125 won a ground-breaking victory in its category, with 30% of votes cast.

Aprilia RSV4 made its debut in the SBK world championship in the 2009 season. Ridden by **Max Biaggi**, it conquered **one win and other nine podiums** and recorded the **highest speed ever reached by a Superbike during a race**: 329 km/h in Monza.

For more information:
www.piaggiogroup.com