

PRESS RELEASE

APRILIA THE MOST INNOVATIVE MOTORCYCLE AND SCOOTER COMPANY

**German Quality and Finance Institute names the Piaggio Group brand
“TOP INNOVATIVE COMPANY” in its segment**

**The award reflects customers’ appreciation of developments on vehicles, the sales network,
the community and return to MotoGP**

Milan, 13 June 2017 –**Aprilia is Italy’s most innovative company in the Motorcycle/Scooter category.** The recognition comes as the result of the survey conducted by the German Quality and Finance Institute, which awards its distinguished “TOP INNOVATIVE COMPANY” quality seals every year.

The analysis is the most complete ever conducted in Italy: it considers 500 companies operating in Italy in 50 economic and business sectors, subdivided into 10 macro-categories **including a mobility category, where Aprilia is ranked in first place.** The survey is of particular statistical and sociological value, because it reflects the direct opinion of hundreds and thousands of Italian consumers about their purchasing experience.

Aprilia has won the award for its ability to innovate thanks to *continuous improvement in the products and services offered through its sales network.* The innovative strength of its products and the flexibility of its offer were key factors in determining the favourable opinion of the consumers who chose Aprilia as number one for the purchasing experience.

The German Quality and Finance Institute’s sought-after “blue seal” recognises **the decision of the Piaggio Group to put consumers and their needs at the heart of the process and underlines the extraordinary innovative power that has always distinguished the Aprilia brand.**

This is the result of the **major program launched more than two years ago by the Piaggio Group to renew its distribution network through the state-of-the-art, high-quality retail model of the Motoplex,** a store where the consumer experience is the central element around which the offer of vehicles, services, merchandising and entertainment revolves. More than 200 Motoplex stores have been opened worldwide.

Important action has also been taken for Aprilia enthusiasts, with the creation of the **first official club of Aprilia owners, the Be A Racer Club (#bearacer),** which has attracted more than 8,000 members in less than two years: a privileged community of bikers who share a passion for the Noale brand and motorcycles. The community is also very active online, where the Aprilia Facebook pages have over 510,000 followers.

Unquestionably, a key factor in Aprilia product innovation is the **Aprilia Racing division,** which develops new technologies for its racing activities, with solutions that in many cases have been adopted on Piaggio Group commercial products. Powered by 54 world championship titles in the various motorcycle racing categories, today Aprilia competes in the top MotoGP category with the Aprilia RS-GP project. The company’s decision to return to MotoGP, the world’s prime racing showcase, is now beginning to deliver the results of more than two years of work, and has revitalised the enthusiasm of thousands of fans devoted to the Aprilia brand.

For more information:

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