

## PRESS RELEASE

### VESPA 946 AND APRILIA RSV4 AMONG THE “ITALIAN EXCELLENCES” SHOWCASED IN MOSCOW

**In the heart of the Russian capital the Piaggio Group presents two gems of Italian technology and style: the Aprilia RSV4 superbike and the prototype of the future Vespa 946**

Moscow, 7 September 2012 – The Piaggio Group is showing two emblematic vehicles – the **Vespa 946** and the **Aprilia RSV4** superbike – at “**Exhibititaly – Italian Excellences Today**”, an exhibition due to open in Moscow on Wednesday 12 September at the Krasny Oktyabr complex (the historic *Red October* chocolate factory), one of the city’s architectural icons and today a nerve centre of Moscow social and cultural life.

Presented today at Palazzo Chigi in Rome, the Exhibititaly program is a broad-ranging and prestigious showcase and from **12 September to 6 January 2013** will create a real “Italian space” in one of the most impressive and fashionable locations in central Moscow.

Europe’s leading two-wheeler manufacturer and one of the industry’s primary constructors worldwide, in Moscow the Piaggio Group is unveiling the **prototype of the Vespa 946 scooter** and the **Aprilia RSV4 motorbike**. The first is an exclusive interpretation of the style of the original Vespa from 1946 (the forerunner of a success story that still has no end in sight), while the Aprilia motorbike ranks among the world’s fastest and most powerful two-wheelers, a perfect symbol of the **Piaggio Group’s commitment to sport**, with a track record to date, with its various brands, of **99 motorcycle racing world titles**.

*“The Piaggio Group is watching the Russian market very closely,”* says Group Chairman and CEO **Roberto Colaninno**. *“Our two-wheeler offer is a very broad range in terms of brands, models and technology content, and of great interest to customers attracted by top international names like Vespa, Aprilia and Moto Guzzi and an immediately recognisable Italian style known all round the world. In light commercial vehicles, where the Piaggio Group is an international player with production facilities in Europe and Asia, our range addresses broad sections of professional Russian users, both for vehicle fleets and for individual use. In this sector, with vehicles like the zero-emissions electric version of the Porter van, or the eco-sustainable bi-fuel version, the Piaggio Group has an offer of fundamental products for light goods transport in urban and metropolitan environments.”*

Unveiled for the first time at the end of 2011, the **Vespa 946** prototype heralds the lines and technical solutions of the Vespa for the next few years. Inspired by the first version of the Vespa, which made its debut in 1946, the style of the Vespa 946 clearly draws on the tradition for elegance of the world’s most famous scooter and is an utterly modern take on highly classical lines, yet makes no concessions to the easy temptations of vintage fashion with its innovative aesthetic solutions and use of prestigious materials like aluminium. The engine implements state-of-the-art motor technology: the 4-stroke, 3-valve single-cylinder 125 and 150cc unit on the Vespa 946 delivers enhanced performance accompanied by an astonishing reduction in fuel consumption for a range of up to 55 km/l, and a 30% cut in emissions:

The **Aprilia RSV4** stands at the technological cutting edge of world motorcycle production, and is the most important product to come from Aprilia, which, with **49 world championship titles in just twenty years**, is the **most successful European brand ever** among constructors active in motorcycle racing.

Featuring a 1,000cc, 4-cylinder engine in an exclusive “tight” V architecture, the Aprilia RSV4 was the **champion of the 2010 WSBK season with rider Max Biaggi** and now is in the running for the 2012 World Superbike championship. On 26 August, with riders Biaggi and Laverty, the Aprilia RSV4 raced on the **brand new Moscow Raceway**, which for the first time hosted a world-level motorcycle race in Russia.