

PRESS RELEASE

VESPA 946 EMPORIO ARMANI DEBUTS IN THE USA

**AFTER ITS PRESENTATION IN EUROPE AND ON THE MAIN ASIAN MARKETS,
FORTHCOMING LAUNCH IN THE PEOPLE'S REPUBLIC OF CHINA**

Milan, October 22, 2015 - Following its launch in Europe in June and on the main Asian markets in September (including Japan, Vietnam and Indonesia), the **Vespa 946 Emporio Armani scooter is now making its debut in the United States of America.**

The Vespa 946 Emporio Armani was developed as a cooperation project between Giorgio Armani and the Piaggio Group to celebrate two of the world's most familiar Italian symbols. The unique new version of the Vespa 946 is signed by Giorgio Armani and presented in an exclusive color, created by the stylist from a special palette of greys with the barest hint of green, which can only be seen in certain lights.

The Vespa 946 Emporio Armani is being launched in 2015, the 40th anniversary of the Giorgio Armani fashion house and the 130th anniversary of the Piaggio Group. After its debut in **Europe and the main Asian markets**, it is now also available in **America**, where the Piaggio Group operates through the **Piaggio Group Americas** subsidiary.

The US launch of the Vespa 946 Emporio Armani was marked with an event on October 14 at the **Emporio Armani store in SoHo**, on 410 West Broadway, New York.

In the USA, the Vespa 946 Emporio Armani will be available from **Piaggio Group Americas dealers** in major cities, including New York City, Miami, Dallas, Los Angeles, San Francisco and Chicago. The prestigious new scooter has already been presented to customers and potential customers in the Piaggio Group's new multibrand store in New York. Created as part of the global **Motoplex** flagship store formula, the new location on 6 Grand Street, Lower Manhattan, opened a few days ago.

The next launch event for the Vespa 946 Emporio Armani will be in Beijing, in the People's Republic of China, on October 30.

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