

PIAGGIO WI-BIKE AT LA DOLCE VITA GOLFO ARANCI

THROUGH 23 AUGUST THE CHANCE TO SEE AND TRY THE MOST ADVANCED MOBILITY SOLUTION FROM PIAGGIO IN ONE OF THE MOST BEAUTIFUL PARTS OF SARDINIA.

Golfo Aranci (OT), 13 July 2017 – Piaggio Wi-Bike celebrates summer 2017 at the *Dolce Vita Golfo Aranci* event that will liven up the beautiful coast of northern Sardinia through 23 August, offering exclusive shopping deals, relaxation and fun along the promenade that overlooks the old port, one of the most seductive sections of Golfo Aranci.

For those on holiday, this is the chance to try and appreciate an innovative formula for advanced mobility, entirely environmentally friendly and full of opportunities connected to more than just the simple commuting function. In fact, Piaggio Wi-Bike integrates daily transportation, physical activity and fun in an extremely advanced means of transportation that makes connectivity to the net and interaction between user and bicycle some of its distinctive traits.

At the Piaggio Temporary Store on the Golfo Aranci promenade, you will be able to see, try and even purchase the Piaggio Wi-bike. Two free test rides are scheduled:

- the daytime test ride (from 9:00 AM to 5:00 PM) in complete freedom
- the evening test ride (from 5:00 PM to midnight) with tour leader and planned route.

Anyone who takes a test ride will be given the opportunity to purchase Wi-Bike at a special price.

Piaggio Wi-Bike is available with four different equipment packages (*Comfort, Comfort Plus, Active, Active Plus*) and can rely on an electric powerplant that provides three different modes of assisted pedalling (*Standard, City, Hill*) thanks to the exclusive DEA (*Dynamic Engine Assistance*) technology, transforming Wi-Bike into an ultra-advanced fitness machine. Thanks to the PMP (*Piaggio Multimedia Platform*), your smartphone connects to Wi-Bike via Bluetooth to monitor the training data through an App where you can set heart rate and calorie burning goals. Your smartphone becomes an on board computer for total control of the powertrain's operating modes and provides an extremely high security standard thanks to the built-in satellite anti-theft system and push notification system. But Wi-Bike also means community: at the end of each itinerary, you can share the information on your recent experience with your friends over the most popular social networks.

On display at the Golfo Aranci shop, alongside the Wi-Bike models, are the functional and style accessories for this multifaceted means of transportation. Some examples are **the “flow” helmet with its revolutionary design, suited for any season and boasting in-mould monoshell technology and an ultrafit adjustment system**; the range of high quality genuine leather **accessories handmade in Italy**; the **“Dynamic” multi-purpose bags** in high resistance technical fabric with a hi-tech finish; the comfort top saddle or the hand grips with turn indicators characterised by perfect ergonomics, safety and design.

Details and updates can be found online in the **“News” section of the website dedicated to the Piaggio Wi-Bike** (www.piaggio.com/wi-bike) and on the Piaggio social media pages.