

Bit Market Services

Informazione Regolamentata n. 0835-51-2016	Data/Ora Ricezione 11 Agosto 2016 08:35:36	MTA
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Societa' : PIAGGIO & C.
Identificativo : 78285
Informazione
Regolamentata
Nome utilizzatore : PIAGGION05 - LUPOTTO
Tipologia : IROS 14
Data/Ora Ricezione : 11 Agosto 2016 08:35:36
Data/Ora Inizio : 11 Agosto 2016 08:50:37
Diffusione presunta
Oggetto : PIAGGIO GROUP EXPANDS
DISTRIBUTION NETWORK ON INDIAN
AND APAC MARKET

Testo del comunicato

Vedi allegato.

PRESS RELEASE

**PIAGGIO GROUP EXPANDS DISTRIBUTION NETWORK ON INDIAN AND APAC MARKET,
12 MOTOPLEX STORES OPENED IN INDIA, VIETNAM,
INDONESIA, CHINA, JAPAN AND PHILIPPINES IN PAST FEW MONTHS**

**NEW OUTLETS RAISE WORLDWIDE TOTAL TO 140 MOTOPLEX STORES OFFERING PIAGGIO,
VESPA, APRILIA AND MOTO GUZZI VEHICLES**

Milan, 11 August 2016 - Over the past few days, the **Piaggio Group** has expanded its **distribution network in India and Asia Pacific (APAC)** with the opening of **12 new Motoplex outlets**, the Group's multibrand stores.

Specifically, the Group has opened **three main Motoplex stores in India**, one in **Hyderabad** in the State of Telangana, one in the megalopolis **Chennai**, the capital of Tamil Nadu, and one in the coastal city of **Kochi** in the State of Kerala, for a total surface area of **more than 1,300 square metres**. Together with the flagship store that opened in **Pune** last November, the Indian outlets will offer the Vespa, Moto Guzzi and Aprilia brands; the Aprilia range will include the recently launched low-cost **Aprilia SR 150 sports scooter**, which joins the Group's premium offer on the Indian market and discloses the launch of new products.

The Piaggio Group has also opened **three new Motoplex stores in Vietnam**, **two in Indonesia**, **one in Japan** in the Tokyo area, **two main stores in China** (one in Nanking, the ancient Chinese capital, and one in Hangzhou, a city located at the mouth of the Qiantang river), and **one in Manila**, its first in the Philippines.

The **Motoplex** stores will together offer the prestigious Group brands (**Piaggio, Vespa, Aprilia and Moto Guzzi**) to create an innovative multibrand flagship store formula, in line with the **new global in-store experience strategy** the Piaggio Group is developing in key metropolitan areas around the world. Motoplex is a forward-looking store concept enabling **dealers to offer a variety of brands and products in the same location** and give customers an exciting overview of the two-wheeler world.

The new openings bring the number of **Piaggio Group Motoplex stores to 140 worldwide**, flanking the traditional dealer network and covering the markets in the EMEA region, the APAC region (including India) and the Americas, where important openings are planned by the end of the year, in South America in particular.

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Fine Comunicato n.0835-51

Numero di Pagine: 3