

Bit Market Services

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CONTINUES TO STRENGTHEN ITS
DISTRIBUTION NETWORK, REACHING
200 MOTOPLEX STORES AROUND THE
WORLD, NEXT OPENING IN BANGKOK

Testo del comunicato

Vedi allegato.

PRESS RELEASE

**PIAGGIO GROUP CONTINUES TO STRENGTHEN ITS DISTRIBUTION NETWORK,
REACHING 200 MOTOPLEX STORES AROUND THE WORLD THAT OFFER
PIAGGIO, VESPA, APRILIA, AND MOTO GUZZI VEHICLES.**

**NEXT OPENING IN BANGKOK, A 1,000 SQUARE METRE FLAGSHIP STORE,
ONE OF THE LARGEST MOTOPLEX STORES IN THE WORLD**

Milan, January 19, 2017 - A rapid **strengthening of the distribution network** continues for the **Piaggio Group multibrand stores** launched just two years ago. In just a few months, the **Group** has **opened 60 new stores and closed out 2016 with the milestone of 200 Motoplex Stores open around the world in Europe, the Americas, Oceania, Asia, and the Indian subcontinent** alongside the traditional distribution network.

Among the main **Motoplex Stores opened in recent months are those in London and Liverpool**, one in the Austrian capital of **Vienna**, again in the Portuguese capital of **Lisbon**, in the German city of **Stuttgart**, and in **Toulon** on the French Riviera. In **Australia** a Motoplex was opened in **Sydney**, while in **Asia** there were openings in **Taipei** - Taiwan's capital -, in the Indonesian cities of **Jakarta and Bali**, in **Port Louis** - Mauritius's capital - and finally in **Ho Chi Minh City**, Vietnam.

Over the next few days, **one of the most important Motoplex Stores in the world** is due to open in **Bangkok**. The Thai capital will host a **flagship store of nearly 1,000 square meters**, divided into exhibition spaces (including lounge and bar areas) and repair shops in a ratio of 70/30. **Thanks to the Bangkok Motoplex, the Piaggio Group will expand its offering in the Thai market by introducing the motorcycle business with the Aprilia and Moto Guzzi brands**, which will be joined with the consolidated scooter segment of Piaggio and Vespa, further strengthening a market in a phase of strong expansion and increasing focus on the Asian continent.

The Motoplex Stores offer the Group's full range of prestigious brands (**Piaggio, Vespa, Aprilia and Moto Guzzi**), representing a completely innovative multi-brand flagship store formula, in line with the **new global strategy for in-store experience** that the Piaggio Group is developing in the principal metropolitan areas around the globe.

The Motoplex is indeed a concept of stores aimed at the future, **allowing dealers to take advantage of having multiple brands and products within the same space**, a new retail frontier in the motorcycle industry. The Motoplex Stores are designed to offer customers an all-embracing perspective onto the world of two wheels in a space where, in addition to vehicles and accessories, they can find dedicated merchandising, a repair shop in many cases, and spend a moment of entertainment and amusement in the bar and lounge areas, where they can discuss races or the schedule of future releases.

Thanks to the Motoplex formula, the Piaggio Group has registered an improvement in the variety of products sold as part of up-selling and cross-selling initiatives, including a significant increase in the sales of accessories and merchandising, and a notable increase in bike "sell-outs" for "traditional" stores by the time of conversion to the new format.

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