

Bit Market Services

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Oggetto : THE PIAGGIO GROUP ENTERS INTO
THE THAI MOTORCYCLE MARKET

Testo del comunicato

Vedi allegato.

PRESS RELEASE

THE PIAGGIO GROUP ENTERS INTO THE THAI MOTORCYCLE MARKET WITH THE APRILIA AND MOTO GUZZI BRANDS, THUS REINFORCING THE OFFERING THAT ALREADY INCLUDES THE CONSOLIDATED VESPA/PIAGGIO SCOOTER BUSINESS IN THE COUNTRY.

Motoplex Bangkok is inaugurated, an important new step in the growth of the distribution network of more than 200 Motoplex stores around the world.

Bangkok, 15 February 2017 - The Piaggio Group enters the Thai premium motorcycle market with the Aprilia and Moto Guzzi brands, and does so by inaugurating Motoplex Bangkok, its largest flagship store in Southeast Asia and one of the most important Motoplex stores in the world, offering a wide range of products in a single space.

Motoplex Bangkok opens in the Thai capital at A-Square, Sukhumvit 26, covering a surface area of nearly 1,000 square meters, divided between exhibition space (including lounge and bar areas) and a repair shop.

“Thanks to Motoplex Bangkok, we have expanded our offering in the Thai market by introducing the motorcycle business with the Aprilia and Moto Guzzi brands, which join the consolidated scooter segment of Piaggio and Vespa,” said Piaggio Group Chairman and CEO Roberto Colaninno, who was present at the opening. “The Asian market is expanding fast and the opening of new quality retail stores like our Motoplex stores enables us to further strengthen our positioning, boosting our presence on the Asian continent.”

Launched on the market just over two years ago, the Group has already passed 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 cities in which **Motoplex Stores have been opened** are New York, Tokyo, Milan, Pune, Madrid, London, Vienna, Lisbon, Stuttgart, Sydney, Taipei, Jakarta and Bali.

The **Motoplex** stores represent a completely innovative multi-brand flagship store formula, offering a unique experience in the world of two wheels thanks to the joint presence of the Group’s four brands (**Vespa, Piaggio, Aprilia and Moto Guzzi**).

Ms Pornada Tejapaibul, Managing Director of the Thai importer, Vespiario Co. Ltd., said *“We are very proud to now showcase all of the premium Piaggio Group brands, under one roof, located in the dynamic and metropolitan city of Bangkok in Thailand. We are excited to bring to our customers, a fascinating and enriching experience by such legendary brands of iconic stature known for their style, technology and heritage, and which have transformed the concept of individual mobility and freedom.”*

Motoplex is a future-oriented store concept, **allowing dealers to take advantage of having multiple brands within the same space, a new retail frontier in the motorcycle industry**: the Motoplex stores are designed to offer customers an all-embracing perspective in a space where, in addition to vehicles and accessories, they can find technical and lifestyle merchandising, a repair shop, and enjoy a moment of entertainment and fun in the lounge area.

The Motoplex Bangkok opening thus represents an important new step in the rapid **strengthening of the distribution network of the Piaggio Group multibrand stores**.

Thanks to the Motoplex strategy, the Piaggio Group has registered an **improvement in the sold product mix as a result of up-selling and cross-selling**, a significant increase in sales of accessories and merchandising, and a notable rise in the motorbike sell-out for “traditional” stores following conversion to the new format.



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