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Oggetto : THE PIAGGIO GROUP EXPANDS ITS
SCOOTER OFFER IN INDIA:
PRESENTATION AT AUTO EXPO OF
THE NEW 125 CC APRILIA SCOOTERS

Testo del comunicato

Vedi allegato.

PRESS RELEASE

**THE PIAGGIO GROUP EXPANDS ITS SCOOTER OFFER IN INDIA: PRESENTATION AT
AUTO EXPO OF THE NEW 125 CC APRILIA SCOOTERS, APRILIA SR 125 AND
APRILIA STORM 125**

**FOLLOWING THE SUCCESS OF THE 150 CC ENGINE, THE NEW APRILIA SCOOTERS
STRENGTHEN THE GROUP'S PRESENCE ON A KEY SEGMENT OF THE INDIAN MARKET**

Milan, 8 February 2018 - Following the significant success of the Aprilia SR 150 sports scooter, the **Piaggio Group is expanding its range of Aprilia scooters in India**, with the **presentation at the Auto Expo show of the Aprilia SR 125 and Aprilia Storm 125**, two new models addressing a broad target in a fast-growing segment and flanking the premium offer of Vespa scooters.

The new 125 cc Aprilia scooters will be positioned in a **segment growing even faster than the Indian scooter market as a whole**. They will enable the Piaggio Group to pursue an **industrial and commercial strategy for smaller sports engines**, in keeping with the tradition that has decreed Aprilia's success right from the start.

The Aprilia SR 125 evokes the world of competitive sport where Aprilia is a protagonist, with large 14" wheelrims typical of racing vehicles, giving the two-wheeler a strong sporty feel.

The Aprilia Storm 125, intended for the so-called Generation Z or post-millennials, features hefty knobby tyres to cope with a wide variety of terrains, guaranteeing fun and effective off-road riding on dirt tracks.

Both scooters are available with a wide range of accessories to personalise the vehicle, and the same engine, a lively latest-generation one-cylinder unit guaranteeing power and reducing consumption. To meet the specific needs of the Indian market for which they are intended, the scooters are equipped with a broad saddle and raised handles to ensure superlative comfort for the passenger as well as the rider.

With the new 125cc Aprilia scooters, the Piaggio Group intends to repeat the success achieved with the Aprilia SR 150, the first Sport Scooterbike to appear on the Asian market. In addition to its impressive sales, the Aprilia SR 150 has won several important awards, including the "2016 Scooter of the year" from CNBC in collaboration with the Indian motor magazine Overdrive, and "best product" in the competitive segment of scooters on the Indian market from local TV broadcaster NDTV.

Innovations presented by the Piaggio Group at Auto Expo India 2018 also include mobile connectivity technology for the Vespa and Aprilia brands, to enable people to use and control their vehicle functions from a smartphone app.

Auto Expo India is the top event for the auto industry organised in Asia by the main trade bodies: Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and Society of India Automobile Manufacturers (SIAM), with more than 1,200 exhibitors from over 20 countries.

For more information:

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