

PRESS RELEASE

PIAGGIO GROUP: PRESENTATION OF THE NEW APRILIA SXR 160 SCOOTER FOR INDIAN CONSUMERS AT THE INTERNATIONAL AUTO EXPO SHOW IN DELHI

Two important prizes awarded during the show:

- **“Best two-wheeler” for the new Aprilia scooter, and**
- **“Best motorcycle stand” for the Piaggio Group**

Delhi, 10 February 2020 - **The Piaggio Group (PIA.MI)** has presented the **Aprilia SXR 160**, a **new scooter designed for the Indian market**, at Auto Expo 2020, one of the top international motor shows, currently underway in Delhi.

A two-wheeler with a **strong sporty hi-tech personality**, the **Aprilia SXR 160 is expected to set a new benchmark in India's premium two-wheeler segment, broadening the offer and the numerical potential of the top-end product range already represented by Vespa and the Aprilia SR 150.** It features an ergonomic riding position, oversize saddle, flat footboard, LED lights, multi-function digital display, ABS, 12-inch, 5-spoke alloy wheel rims, and will be available with a 160cc and a 125cc engine with 3V Tech FI Engine technology, compliant with the Bharat Stage VI emissions standard.

“Significant changes have taken place in Indian consumers’ preferences and requirements in the last few years,” said **Piaggio India CEO Diego Graffi**. *“At Piaggio we have performed extensive analysis and design work to understand and anticipate developments, and we proudly present the new Aprilia SXR 160, a scooter destined to set a new benchmark in its segment.”*

Manufactured at the Baramati factory, the new two-wheeler will begin shipping in the third quarter of 2020, with pre-bookings opening in August.

The new **Aprilia SXR 160 scooter** attracted an **enthusiastic response from the international media and visitors**, and during the **“CNB Auto Expo Excellence Awards 2020”** it was named **“Best Auto Expo 2020 two-wheeler”**, for its innovative sporty personality, premium technology and comfort. **An important demonstration of the new Aprilia scooter’s high potential in terms of market reception.**

Meanwhile, the **Piaggio Group stand hosting the Piaggio, Vespa, Aprilia and Moto Guzzi brands** was awarded the prize as **“Best Auto Expo 2020 motorcycle stand”**.

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