

## **PIAGGIO GROUP: THE NEW APRILIA, MOTO GUZZI, PIAGGIO AND VESPA MODELS ARE PRESENTED AT EICMA**

*Introducing the new Piaggio Group products for 2020.*

*Aprilia presents the highly anticipated RS 660 as well as the naked Concept that derives from it, the extremely enjoyable Tuono 660. The V4 range is updated with the unbeatable RSV4 1100 Factory and Tuono V4 1100 Factory.*

*Moto Guzzi proposes the ultra-accessorised V85 TT Travel and two new versions of the successful V7 III series (V7 III Stone S and V7 III Racer 10<sup>th</sup> Anniversary).*

*Piaggio presents the new Medley and the updated Beverly range.*

*Vespa proposes a special, limited edition of Primavera, the fruit of collaboration with Sean Wotherspoon, one of the world's most influential designers.*

*There are also new Racing Sixties sports versions, Primavera (RED) and a version of Vespa Elettrica able to reach 70 km/h.*

*Milan, 5 November 2019 - As the seventy-seventh edition of the International Motorcycle Show opened its doors at Fiera Milano today, the Piaggio Group presented a number of exceptional new motorcycles and scooters from its exclusive brands. The highly anticipated new Aprilia, Moto Guzzi, Vespa and Piaggio models were unveiled on the 1800m<sup>2</sup> Piaggio Group maxi stand.*

### **Aprilia RS 660**

EICMA 2019 marks the start of a new era for Aprilia.

Created around a totally new technical base, defined by the 660 parallel twin, comes a new generation of lightweight, high-performance bikes that are sophisticated in design. A return to the mid-sized engine, supported by the electronics and technology of the Aprilia Racing department, to rediscover the pleasure and joy of everyday riding.

The first born in this brand-new generation of Aprilia bikes is RS 660. Premium technical content and advanced but unvarnished performance to rediscover the pleasure of dynamic riding on the road. A sportbike to suit all motorcyclists and that requires no particular experience level or ability. The innovative concept behind the RS 660 project can be summed up by its excellent weight/power ratio that makes for enjoyable riding, whether relaxed or more sports-orientated: 169 kg plus 100 HP is the perfect formula for enjoyment on the road. It is also a unique project from a technical standpoint, featuring a new frame and swingarm in lightweight aluminium, and a new high-performance parallel twin engine accessible to everyone. Inherited from the unbeatable RSV4, the electronic equipment is top class and comprises a Ride-by-Wire throttle and a six-axis inertial platform for optimum operation of the APRC electronic aids. It offers five Riding Modes designed to regulate the behaviour of the electronic controls for safety and fun during daily riding, dynamic riding on the road, and extreme riding on track. RS 660 also stands out for its particularly advanced aerodynamics comprising a double fairing with aerodynamic appendage function to optimise stability at high speeds, effectively protecting both rider and passenger from the air pressure.

### **Aprilia Tuono 660 Concept**

The Tuono 660 Concept best expresses the new concept of sports versatility introduced by Aprilia with the new family of motorcycles designed around the new 660 cc twin-cylinder that, with the Tuono 660 Concept, is able to deliver 95 HP.

One single motorcycle for ultimate fun, from the everyday to sports riding. First-class performance accessible to all, a sophisticated chassis and premium content, for a new take on sports riding. In keeping with Aprilia tradition, the naked version is born from the RS 660. It features the same technical content and incomparable stand-out chassis, but with heightened road riding connotations, with a raised riding position on the large and wide handlebar. A one of a kind project: a beautiful and lightweight mid-sized twin, with extremely advanced technological content for superlative

performance and total enjoyment, with everything focused on an excellent power-to-weight ratio. The Tuono 660 Concept is ideal for new riders, as it is also available in a 34 kW version, but also for young motorcyclists moving up from smaller engine capacities and who seek a high-level naked sports bike, able to offer daily thrills and fun on the road and even support the rider during occasional track sessions. All in line with the Tuono tradition.

### **Aprilia RSV4 1100 Factory**

Thanks to new and highly sophisticated semi-active suspension, the fastest, most powerful and lightweight RSV4 of all time becomes even more efficient on track and enjoyable on the road. The control unit that governs the Öhlins Smart EC 2.0 suspension has access to all the bike's electronic systems, meaning it is able to recognise all riding phases and therefore adapt calibration of the fork, shock absorber and steering damper hydraulics thanks to the development of an algorithm, the fruit of collaboration between Öhlins and Aprilia. Aprilia RSV4 is conceived around a 65° V4 engine with incredible maximum power of 217 HP, never before seen on a factory sports bike, and a fully adjustable chassis which is the heir to a dynasty that has won 18 titles and 143 Grand Prix races in the 250 GP class, enhanced by the latest applied electronics systems to manage the engine and the bike's dynamic performance. This is a true vocation for Aprilia, the first manufacturer to adopt the Ride-By-Wire multimap accelerator as standard, but above all the first to patent the APRC dynamic control platform. Attention is also paid to the aerodynamics, thanks to carbon appendages on the fairing that derive from those used by Aprilia Racing on the RS-GP prototype.

### **Aprilia Tuono V4 1100 Factory**

Tuono V4 1100 Factory is the most exclusive version in the Tuono range, dedicated to an extremely demanding public and equipped with components that largely derive from the Aprilia RSV4 superbike. The front mudguard, engine cover and side panels of the Factory are now in carbon fibre, a prestigious material that, as well as being lightweight and resistant, is able to boost the level of construction quality, now at a peak. The Aprilia Tuono V4 1100 Factory offers, as standard, the most advanced and efficient electronic suspension system currently available, the latest technological frontier proposed by manufacturer Öhlins and developed in close collaboration with Aprilia engineers. The particular technology of the Smart EC 2.0 semi-active suspension system allows for simple and even customised calibration of the fork and shock absorber with two operating modes on the units: semi-active mode and manual mode, both of which can be selected using the buttons on the handlebar. The wide range of electronic equipment includes Cornering ABS as well as the advanced package of APRC electronic controls. The wonderful Aprilia V4 engine delivers maximum power of 175 HP and maximum torque of 121 Nm, values at the top of the category: a real generator of excitement, on both road and track.

### **Moto Guzzi V85 TT Travel**

Following the critical and public acclaim achieved by the V85 TT, the first classic travel enduro that knew how to excite motorcyclists thanks to its ability to combine sophisticated and evocative style with cutting-edge technical qualities, Moto Guzzi presents the Travel version, ready to take to the road with its complete dedicated range of equipment. Featuring, as standard, a higher Touring windshield, a pair of very spacious panniers, a set of heated hand grips, a pair of additional LED lights, and the Moto Guzzi MIA multimedia platform that allows a smartphone to be connected to the vehicle, extending the instrument cluster functions. The Sabbia Namib colour is exclusively dedicated to V85 TT Travel.

### **Moto Guzzi V7 III Stone S**

Making its debut at EICMA 2019 is Moto Guzzi V7 III Stone S, a sportier and more sophisticated interpretation of the Mandello best-seller. The only member of the 2020 V7 III family to be produced in a limited edition, Moto Guzzi V7 III Stone S will be manufactured in just 750 units.

Distinctive elements of the Moto Guzzi V7 III Stone S are its beautiful satin chrome fuel tank, the upper part of which is wrapped in a black leather belt, and the full LED light set, which also involves a low-set headlight and instrument cluster and a shorter, slimmer rear mudguard. All this, as well as brand-new “bar end” rear view mirrors, gives the Stone S a streamlined, dynamic profile.

Another sporty touch is provided by the numerous red details, namely the ever-present Eagle on both sides of the fuel tank, the shock absorber springs, and the elegant red stitching that enhances the special dedicated saddle, upholstered in water-repellent Alcantara®. Equipment also includes a locking fuel cap, in black anodised machined from solid aluminium, and side panels, also aluminium and with a dedicated logo.

The mechanics also boast a refined appearance, the throttle body covers in natural anodized aluminium and the cylinder heads flaunting milled cooling fins.

Moto Guzzi V7 III Stone S also adopts new high-performance Dunlop Arrowmax Streetsmart tyres, which enhance the dynamic qualities of the Mandello “seven-fifty”.

### **Moto Guzzi V7 III Racer 10<sup>th</sup> Anniversary**

Born in 2010, Moto Guzzi V7 Racer has always been the ambassador of the V7 range, the bike with the sportiest spirit of all. V7 III Racer 10th Anniversary celebrates this first decade with an updated look that continues the tradition.

The new V7 III Racer version differs significantly from its predecessor in terms of its front end, which stands out for the new top fairing with incorporated windshield, in authentic Café Racer style. The top fairing is enhanced with dedicated red graphics - also picked up on the saddle cover hump - which flaunt the “10th Anniversary” celebratory detail. At the centre of the top fairing is the new, full LED headlamp, while the tail light and turn indicators are also LED. A modern and dynamic look that is also emphasised by a thinner, sleeker rear mudguard, and by brand-new “bar end” rear view mirrors.

Numerous style features hark back to previous versions of the Mandello Café Racer, all tributes to its ten-year heritage. The fuel tank returns to the beautiful glossy chrome that characterised the original 2010 model, whereas other distinctive V7 Racer and V7 II Racer traits reappear on the side racing number plates, namely the number 7 and the red trim with Italian flag detail.

Produced as always in a numbered edition, the V7 III Racer 10th Anniversary adopts new Dunlop Arrowmax Streetsmart tyres that are more high-performance, allowing the dynamic qualities of the Mandello Café Racer to be enjoyed to the full.

### **Piaggio Medley**

Piaggio Medley combines the agility of an urban vehicle with the dynamic performance of a high wheel model and the comfort and loading capacity of a big GT scooter: the perfect formula for all-round mobility is presented at EICMA 2019 in a totally updated guise, now even more dynamic, high-performance and technological.

The new design puts the emphasis on sportiness, with a totally redesigned front end, at the centre of which the new vertical element stands out, characterized by a 3D honeycomb grille, a modern interpretation of the classic “tie”. Also new is the shape of the handlebar, which accommodates the new full LED headlamp and a brand-new digital LCD instrument cluster.

Making its debut on the Piaggio Medley is the latest evolution in the family of Piaggio i-get engines, with 125 and 150 cc engine capacity: both are liquid-cooled, with 4 valve distribution and electronic injection, and deliver 11 and 12.1 kW respectively, putting them among the most powerful in the category.

Equipped as standard with the “Start & Stop” function, now further honed, as well as dual channel ABS, the new Piaggio Medley boasts equipment normally reserved to a higher class of scooter, introducing the smartphone connectivity system to the mid-size high wheel scooter segment for the first time. Thanks to the Piaggio MIA system, it is possible to connect a device to the vehicle via Bluetooth and manage calls, voice commands and music using the instruments and handlebar controls.

The range comprises Medley and Medley S, the latter standing out for its sporty look and equipped with the Piaggio MIA system as standard.

### **Piaggio Beverly range**

Piaggio Beverly, a leader in the high wheel scooter segment, presents its new 2020 range at EICMA, available with 300 and 350 cc engines. The latter is the innovative engine with record performance introduced for the first time in 2011 with the top-of-range SportTouring version and now extended to the entire Beverly family, composed of Beverly, Beverly S and the brand-new Beverly Tourer.

Urban mobility classics that are safe, reliable and generous in terms of performance, Piaggio Beverly 300 and 350 are available in classic and popular pastel white, as well as the new matte shade of Nero Meteora.

Piaggio Beverly 300 and 350 S: the sportiest of the Beverly models is available in the bold and dynamic matte shades of Blu Nettuno, Verde Laguna and Argento Cometa, combined with matte dark grey details for a look that is youthful and aggressive.

Piaggio Beverly 350 Tourer, the new flagship in the Beverly range, comes as standard with the practical and sporty tinted top fairing and spacious 36-litre top box which matches the vehicle and comes complete with backrest to match the saddle. The equipment also includes the Piaggio MIA connectivity system, thanks to which a smartphone can be connected to the vehicle via Bluetooth. Beverly 350 Tourer is available in the dedicated pastel shade of Grigio Materia, paired with a black saddle with double upholstery and Argento Cometa finish. It is completed with black painted wheel rims with diamond trim and new black plates.

### **Vespa Primavera Sean Wotherspoon**

Vespa Primavera Sean Wotherspoon is a special edition that expresses all the creative energy linking Vespa and Sean Wotherspoon, one of the most creative and influential designers on the American landscape. Sean takes the steel body of Vespa Primavera and creates a new style dedicated to young urban tribes, but one that can also appeal to a wider audience.

Sean gives Vespa style elements a vintage contemporary twist in what is his trademark manner. He does this by drawing on his love of everything old school, using a kaleidoscopic mix&match approach rooted in the '80s and '90s.

The livery stands out for its explosion of colour, the dominant shades of yellow, red, dark green and aquamarine showcased with flamboyant irreverence. There is also room for a blend of materials including metal, plastic, velvet and rubber. But Sean Wotherspoon's work also extends to a dedicated helmet and the lifestyle arena, with the creation of a capsule collection of streetwear clothing comprising four t-shirts and a modern tracksuit.

### **Vespa Primavera (RED)**

The Vespa Primavera 125 (RED) special edition has its entire body painted in the characteristic Rosso (RED) colour, including the wheel rims that immediately stand out together with the entire silhouette, making for a truly unique and recognisable model. Further enhancing this brand-new Vespa version is the essential and iconic Vespa (RED) logo that, flanking the Piaggio Group "shield" on the distinctive Primavera front tie, adorns the front shield in contrasting white. Vespa Primavera (RED) is powered by a modern 125 cc single-cylinder four-stroke i-get engine that is air-cooled and complete with electronic injection and 3-valve distribution.

### **Vespa Racing Sixties**

Vespa Racing Sixties is a special series inspired by the most classic and captivating of racing aesthetics. Inspiration comes from the gentlemen riders' races of the '60s, a world in which freedom of expression extended as far as vehicle customisation. With the gritty Vespa Sprint (with 50, 125 and 150 cc engine capacity) and Vespa GTS Super (with 125 and 300 cc engine capacity), the new Racing Sixties present innovative graphics that contrast with the body. Two aesthetic proposals that

stand out for their elegant sportiness, the first (yellow and green) offering a more classic look and the second (red and white) orientated more towards a dynamic, fresh and modern mood. Vespa Sprint and Vespa GTS Super Racing Sixties shed their classic chrome plating to give way to the gold metallic finish of the wheel rims, and gain exclusivity and prestige thanks to the new seat in soft, velvety nubuck, coated in PVC to protect in bad weather and complete with artisan-style stitching

### **Vespa Elettrica 70 km/h**

Faithful to its role as innovator, Vespa Elettrica continues to evolve and is presented at EICMA in its new 70 km/h version, which flanks the original 45 km/h version, created mainly for urban use and so homologated as a moped.

The heightened performance offered by Vespa Elettrica 70 km/h (homologated as a motorcycle) is the result of Piaggio Group experience with the Power Unit and lithium ion battery and the optimisation of all its components. The increased performance does not affect the acceleration typical of Vespa Elettrica while its range remains almost unchanged: in ECO mode, with its speed limited to 45 km/h, Vespa Elettrica 70 km/h guarantees the same maximum range of up to 100 km, while in Power mode it is possible to cover up to 70 km. Lastly, increasing the final drive ratio has allowed for a quieter ride as, speed being equal, the engine runs with lower rpm.

Vespa Elettrica 70 km/h stands out for several specific style details, the front shock absorber spring painted red, as are decorations on the cover of the Power Unit and the 'Elettrica' plate.