



PRESS RELEASE

## Piaggio celebrates Italian National Day at the Embassy of Italy, New Delhi

**New Delhi, 18 March, 2019: Piaggio Vehicles Pvt Ltd (PVPL), a 100 % subsidiary of the Italian Piaggio Group (European leader of the 2Wh sector) & India's leading manufacturer of small commercial vehicles participated in the celebrations of Italian National Day at the Embassy of Italy in New Delhi.**

Italian National Day is celebrated all over the globe across all the Italian embassies and consulates. Like every year, this year as well Embassy of Italy celebrated Italian National Day where dignitaries from various Italian companies operating in India & other important delegates attended the event. The theme of this year's celebration was 'City of the future.' All the expats present at the event spoke about the importance of sustainable and inclusive growth of India.

***While being part of the celebration in India, Mr. Graffi, MD and CEO of Piaggio Vehicles Pvt. Ltd. said, "I am grateful to be a part of such a celebration in India as I believe that Piaggio is a symbol of a strong partnership between India and Italy. It is Piaggio's constant endeavour to bring new automotive technologies like the recently launched Water-cooled Engine in the CNG/LPG 3 wheeler fuel variants which delivers best in class performance with lower emissions.***

*In keeping with the overall direction of last mile transport in India, Piaggio, whose focus is to be fuel agnostic, is ready with the new E-vehicle platform which will see an electric 3 wheeler for the Indian market rolled out by mid-2019.*

*Not only in the Commercial vehicle space but also in 2 Wheelers, Piaggio is at the forefront of electric technology in Europe.*

*The overarching strategic principle at Piaggio is to bring 'economic value to the consumer, on a sustainable basis for all the stakeholders.'*

The event witnessed a large turnout of expats and delegates from different Italian companies that have their presence in India. The event was a huge success as it initiated a dialogue regarding how every company can play a role in making positive change with inclusive growth.

### **About Piaggio Vehicles Pvt. Ltd.**

Piaggio Vehicles Pvt. Ltd. is a 100% owned subsidiary of the Piaggio Group. The Company commenced operations in India in 1999 with the launch of the three-wheeler brand Apé, which was an immediate success and has grown from strength to strength over the years. PVPL created the market, grew it, and has sustained a dominant position in the Diesel 3 wheeler segment. Piaggio is a leading player in the light transportation industry with a complete range of three and four wheelers in Diesel, Petrol, CNG, LPG fuel variants. The Company's products are not only endorsed by over 2.5 million satisfied customers across India but also exported to more than 50 countries worldwide.

Piaggio has a state-of-the-art manufacturing plant at Baramati in Maharashtra, [with an installed annual production capacity of over 300,000 three-wheelers and 80,000 four-wheelers]. It is also self-reliant in some of the engine categories with the completion of its advanced engines plant on the same campus. Piaggio has an over 3000-strong work force comprising experienced engineers, R&D specialists, plant workers, sales, service and marketing professionals.

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