



Date: February 27, 2014
Contact: Sales & Marketing
Market: USA
Subject: Vespa Vintage - MY16 Range Introduction

Dear Dealer:

We are pleased to announce that we have developed an **MY16 Vespa Vintage Range exclusively for the North American market.**



With MY15 the **Vespa range was completely revolutionized**: first with the introduction of *Vespa Primavera* and *Vespa Sprint*, then the *GTS range* was totally refreshed with the addition of ABS/ASR and new details and finishes. The missing step was to complete the Vespa line-up with the top of the line **Vintage range**.

Vespa GTV and LXV 150 have been among our bestselling models for the past several years, therefore we have decided to create a dedicated color scheme exclusively for the **Vintage Range**. In tribute to the Vespa 946 Bellissima we have chosen to use the same **Metallic Gray with Burgundy seat** color combination which will further enhance the exclusivity of the vintage range.

In anticipation of the exciting **MY16 Vintage Range** arrival to your dealership, **product images & one sheets** are available for download on the Dealer Extranet under Marketing → Guides.

For any additional information you might need, we invite you to contact your RM.

Regards,

A handwritten signature in black ink, appearing to read 'Antonio Verga'.

Antonio Verga
Product Management



PIAGGIO®



GTV 300 ABS MY16 New features



New Features

The large body version of Vespa, the timeless two-wheeled icon which has for some time been the undisputed ambassador of Italian design to the world, now has a **more spacious helmet compartment, a more comfortable saddle and a latest generation instrument panel.**

The technological advancement of the new Vespa GTV 300 ABS is spectacular - the largest and most powerful model of the Vespa family – is setting new standards on safety and electronic riding support equipment:

- **ABS braking system (2-channel)**
- **ASR Traction Control**
- **New front ESS suspension**
- **Vespa Multimedia Platform to connect your smartphone**



LXV 150 (Leader) MY16:

Due to popular demand, we are going to bring back a Limited Edition of the **LXV 150** (2-valve engine) to celebrate the last small body Vintage Vespa.

The **LXV 150** has been a success story for the USA since its introduction in 2008 and this exclusive **Metallic Gray with Burgundy seat** color combination will certainly heighten its desirability among the Vintage lovers.

Vespa Vintage
MY16 Range

LXV 150 (2-valve)

MSRP: \$4,999
Colors: Metallic Gray – Burgundy seat
Available: April 2015



GTV 300 ABS

MSRP: \$7,399
Colors: Metallic Gray – Burgundy seat
Available: March 2015

