



Date: April 17, 2015
Contact: Sales & Marketing
Market: USA
Subject: Piaggio BV 350 ABS - MY16 Introduction

Dear Dealer:

We are pleased to announce that the mighty **2016 BV 350ie ABS** equipped **standard with ABS & ASR traction control** will be released to dealers starting from May.



Piaggio BV is the best-selling high wheel among the Piaggio range, with **over 300,000 vehicles sold globally**. Piaggio BV 350 stands out for its one-of-a-kind balance between excellent **comfort** performances as city *commuter* paired with **motorcycle pleasure of driving**.

Thanks to the motorcycle chassis imprinting, the exceptional 350cc engine, and **for 2016 standard ABS and ASR traction control**, the BV 350 represents the most advanced and modern high wheel scooter on the market.

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



BV 350ie ABS

2016 Standard Features



MSRP: \$6,199
MY16 Colors: Bianco Stella, Nero Opaco Carbonio (matte)
Available: May 2015

2016 New Features

BV 350 ABS is the first scooter in the world in its segment to be available with a pairing of advanced and sophisticated electronic control systems such as **ABS anti-locking braking system** and traction control **ASR**, which prevents skidding of the rear wheel acceleration, both essential to travel safely even on **adverse weather conditions and/or slippery asphalt**.

These new features perfectly complement the outstanding performances of the BV 350: **33.3 HP of maximum power** and **23.8 lb ft (32.3 Nm) of maximum torque**, and with average fuel consumption of **70 mpg (30 km/l)** the 2016 BV 350 ABS is the **most sophisticated and advanced** scooter of its category.