

PRESS RELEASE

EICMA 2021, THE PIAGGIO GROUP ALSO CONFIRMS ITS PRESENCE

MILAN, 13 SEPT. – The Piaggio Group will be present at the 78th International Two Wheels Exhibition, due to be held from 23 to 28 November next at Fiera Milano in Rho. Confirmation arrived this morning in a press release from the organizers of the event-exhibition.

Founded in 1884, the Italian group is today the largest European manufacturer of scooters and motorbikes and one of the main global players in this sector. As well as the Piaggio brand, the industrial galaxy based in Pontedera includes important brands such as Aprilia, Vespa and Moto Guzzi.

Just under three months from the opening of the most important international event for two wheels, the presence of the Piaggio Group amongst the exhibitors enriches the representation of Italian firms and another spotlight goes on for EICMA.

Paolo Magri, CEO of EICMA S.p.A., has highlighted that “the two-wheel industry is faithful to its public and, especially this year which is so meaningful, it is not depriving them of its closeness. The responsible and significant conformation by the Piaggio Group, with all the prestigious and long-established brands of the group, is not only a highly-appreciated tribute to the international centrality of EICMA for the sector, but reasserts how up-to-date it is and to some extent the pride of being Italian.”