



Motoplex Dealership P2 & P3

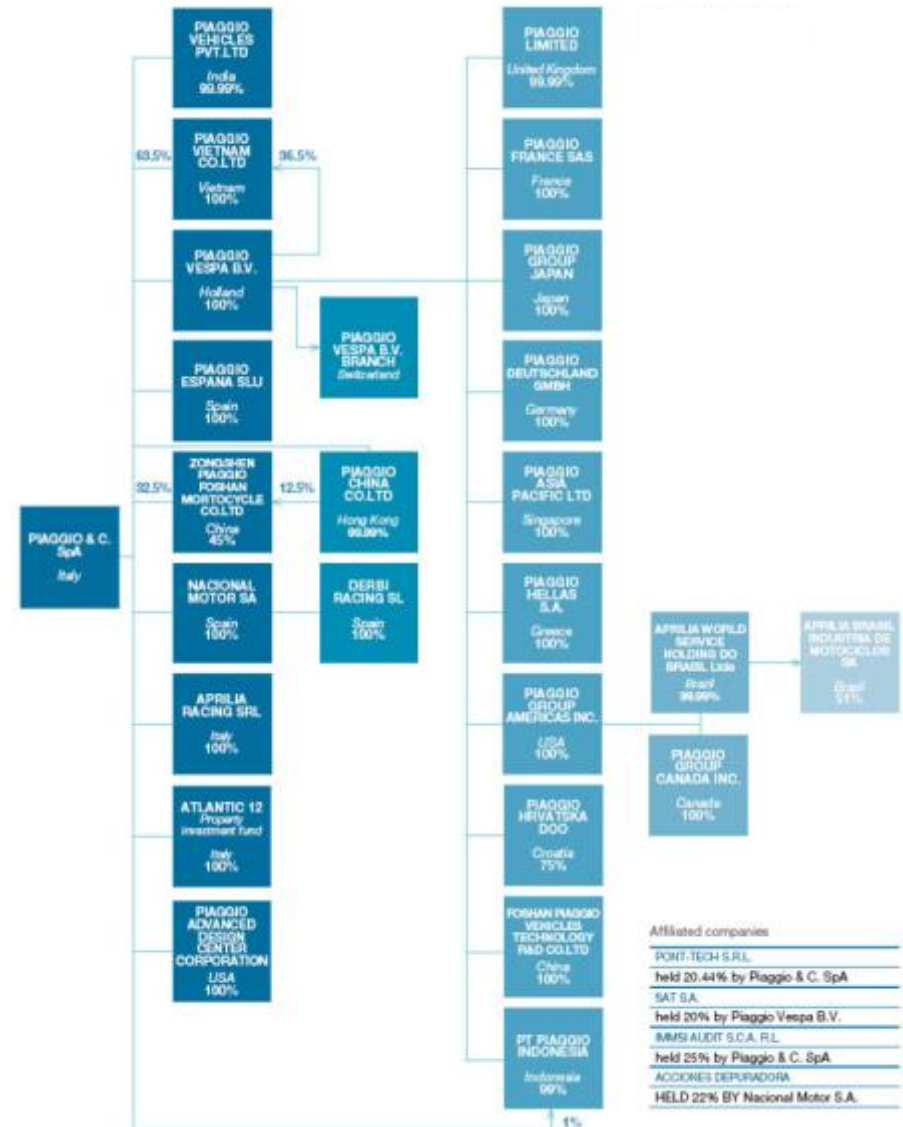




In India – we have

- Vespa – Scooters
- Aprilia – Scooters & Super Bikes
- Moto Guzzi – Super Bikes

- Founded in 1884, Piaggio & C. s.p.a
- Leading Manufacturers of 2-Wheeler and Small Commercial Vehicles in the world.
- Mother Plant in Pontedera (Pisa),
 - Aprilia Super bike – [Noale](#) – Italy
 - Moto Guzzi Super bike – [Genoa](#) – Italy
- Piaggio & C. s.p.a. is the Market Leader in Europe.
- Direct Operations in 24 countries, including a major presence in Asian Market.
- Presence in 100 countries
- Product Range: Scooters / Mopeds / Motorcycles / Superbike / 3W / 4W and Commercial starting from 50 to 1400 cc.



Two Wheeler Plant

- Started operation in April 2012
- Location Baramati
- Capacity 150000 per annum
- Assembles
 - Vespa
 - Aprilia
 - Engines
- State of the art factory.



In the Indian market , our dealership have two formats.

The first one is focused on Scooters range for products

- **Vespa Scooters** – Iconic two wheeler brand.
- **Aprilia Scooter** – Sporty two wheeler brand



In this format of dealerships we will be selling / servicing , said brands products which are manufactured locally in India.

www.vespa.in

www.apriliars150.in



The second format has additional products such as super bikes, which we import in CBU condition.

- Aprilia
- Moto Guzzi

www.aprilia.com
www.motoguzzi.com
www.motoplexpiaggio.com

Currently these are present in

- Pune
- Hyderabad
- Chennai
- Cochin
- Bangalore



Vespa – LX 125

Engine – 125 cc, 3 Valve, Power 10.06 PS @7500 RPM Max Torque 10.6 Nm @ 6000 RPM.

Body – (LXBXH) – 1770 x 690 x 1140

Suspension – Front Aircraft derived single side arm.

Body Finish – Full Body painted with attractive 3 Coat High-Defination Paint Finish.

Vespa – VXL 125/150

Engine – 150 cc, 3 Valve, Power 11.6 PS @ 7000 RPM Max Torque 11.5 Nm @ 5500 RPM.

Body – (LXBXH) – 1770 x 690 x 1140

Suspension – Front Aircraft derived single side arm.

Body Finish – Full Body painted with attractive 3 Coat High-Defination Paint Finish.

Vespa – SXL 125/150

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 A photograph of a rider on a blue and red Aprilia Specialbike racing on a track. The rider is wearing a helmet and racing gear. The bike has "SB" and "Specialbike" branding.

Specialbike
RACING TEAM

aprilia

#be **a** racer

TEST RIDE

 A close-up photograph of the rear section of an Aprilia SR150 motorcycle, showing the tail light, rear fender, and rear wheel.

SR150

#PIAGGIOAUTOEXPO

aprilia
DESIGNED FOR RACERS, BUILT FOR RIDERS.

WITNESS THE ULTIMATE IN DESIGN INNOVATION

 A graphic with a red and black background. It features the "SR150" logo and the text "WITNESS THE ULTIMATE IN DESIGN INNOVATION".

SR150

WITNESS THE ULTIMATE IN
DESIGN INNOVATION

aprilia
DESIGNED FOR RACERS, BUILT FOR RIDERS.

The innovative product design reflects the character of the brand.

- Distinct sporty Style
- Raw power of 150 cc
- Large black 14" alloy wheels with five
- Sport street tyres, 220 mm front disc
- Pronounced Beak & Sharper cues
- Mix of Bike and Scooter styling
-





- Maze Grey Body Colour
- Front Caliper Golden Colour
- Red Rims – Front / Rear
- Rear Shock Absorber – Red Spring
- RACE Branding
- Black Rubber Mat – Red – Accessory



Aprilia SR150:
Scooter of
the year 2017



Aprilia SR 125

12.



Fun Excitement

College Student

Entry point into brand Aprilia

Value Seeker who are looking for functional & emotional benefits

Key Features:

125 cc, better mileage

Longer seat, raised grab

New colors and style



VESPA

- Visor
- Periemter kit
- Seat Cover
- Front Crome guard
- Foot Mat
- Sattel Handle bar
- Body Cover
- Helmets
- Ladies/Mens T Shirt
- Vespa Mug

APRILIA

- Aprilia Mobile Armband
- Aprilia Samsung S6 COVER
- Aprilia Iphone 6 cover
- Aprilia Ipad Sleeve
- Aprilia Bandana
- Aprilia Antismog Mask
- Aprilia Mug
- Helmet-APRILIA
- Aprilia Body Cover
- Aprilia Cap
- Aprilia T Shirt
- Aprilia Soft shell jacket
- Aprilia Full Sleeve Jacket
- Lateral Stand Kit(with saree guard)
- Perimeter kit
- USB Socket
- Rubber Foot Mat



Vespa Mugs



Aprilia T-Shirt



Aprilia
Antismog Mask



Aprilia I-pad Sleeve



Aprilia
Mobile Armband



Aprilia Helmet



Aprilia Phone
Cover



Mug



Aprilia Body Cover

Its more than a store

Retail spaces can do more than display products – they have the power to tell stories and build brands reputation. It is designed to do just that, with distinctive, clearly defined spaces built around each of our brands.

From the cheeky, legendary Vespa to the sheer adrenaline of Aprilia.

Visitors can immerse themselves in the world they connect with most. Always on, the flexible format connects the physical with the digital, bringing motorcycling to life in a premium retail environment that informs and engages audiences like never before.



...Its is an experience

From creative product displays to rich, interactive content, the stylish use of technology makes the job of selling, just that little bit easier, while comfortable lounge areas create a space for communities to meet and share experiences.

We've re-imagined behind the-scenes servicing too, with a busy workshop that puts our workmanship and aftercare service out in the open for all to see.

It all adds up to a premium offering that helps build long-term value in our brands.



KEY HIGHLIGHTS

- Unique Business Format designed by service and retail experts with riders.
- Formats and offering sharpened over a period of time.
- Globally aligned retail experience concept and formats.
- More opportunities to earn with our value added services, accessories and merchandise range.
- Dedicated team for project & training to guide through complete site selection, project execution etc.
- Dedicated team for training dealership staff for technical and non-technical aspects.
- Dedicated team to train on installed dealer management software
- Well qualified & experienced sales & service team for coaching / guidance.

VESPA – Scooters

- LX125 CC
- VXL 125 CC
- SXL125 CC
- VXL 150 CC
- SXL 150 CC
- ELEGANTE 150 CC

APRILIA – Scooters

- SR 150 CC
- SR 150 CC RACE
- SR 125

APRILIA – Superbikes

- RSV4 RF
- RSV4 RR
- TUONO V4 1100 F
- TUONO V4 1100 R
- CAPONORD RALLY
- CAPONORD ABS TRAVEL PACK
- CAPONORD ABS
- SRV 850 ABS ATC
- MANA 850 GT ABS

MOTOGUZZI – Super bikes

- CALIFORNIA 1400 TOURING ABS SE
- EL DORADO 1400
- CALIFORNIA 1400 CUSTOM ABS
- AUDACE
- GRISO SE
- ROAMER
- BOBBER

Product	Matt Black	Yellow	Matt Yellow	G.Red	Matt Rosso Dragon	Pink	Orange	Maze Grey	Azure Blue	Azzuro Provenza	P. White	Black	White	M. Green	Grey	G. Blue
SXL 125 / 150	Yes		Yes		Yes		Yes		Yes		Yes					
VXL 125 / 150	Yes	Yes		Yes				Yes		Yes	Yes					
Elegante 150										Yes	Yes					
LX	Yes	Yes		Yes		Yes				Yes	Yes					
SR 150												Yes	Yes	Yes		
SR 150 RACE															Yes	
SR 125															Yes	Yes

VESPA & APRILIA – Scooters

Service Maintenance Schedule

Service	Free	Paid	KMS	Month from DOS
1 st Service	●		1000	1
2 nd Service		●	3000	3
3 rd Service	●		6000	6
4 th Service		●	9000	9
5 th Service	●		12000	12
6 th Service		●	15000	15
7 th Service	●		18000	18
8 th Service		●	21000	21
9 th Service		●	24000	24
Post Warranty 3000 KM			27000	-
Post Warranty 6000 KM			30000	-
Post Warranty 9000 KM			33000	-

Requirements	P2	P3
Showroom Space	140 Sq. Meters / Min 1500 Sq ft	220 Sq. Meters/Min 2500 sq. ft
Workshop Space	185 Sq. Meters/ Min 2000 Sq ft	185 Sq. Meters/Min 2000 sq. ft
Showroom Frontage	~10 Meters/ Min 30 Ft	~12 Meters/Min 35 Ft
Warehouse / Stockyard	2000 sq ft	2500 sq ft
Ramp Size	2 ~ 3 Ramps – Expandable	4~ 5 Ramps
Manpower	17 ++	20 ++
Fixed Investment	40 ~ 45 Lacs	~110 Lacs
Working Capital	97 lacs ~ 135 lacs	200 Lacs

- Local Business Family & Financially Sound
- Young & energetic + Aspiring & ambitious candidate
- Strong system orientation + Professional approach
- Looking at long term association with Potential to grow & expand
- Ability to delegate & manage 3 tier team
- Understanding of Life style brand / ability to sell lifestyle / premium products
- Understanding for long gestation period

We maintain a constant connect with youth , our target customer through all sorts of social & digital medium .

www.apriliasr150.in

www.vespa.in

<https://www.youtube.com/c/ApriliaIndiaOfficial>

<https://www.youtube.com/c/VespaIndiaOfficia>

<https://www.facebook.com/vespaindia>

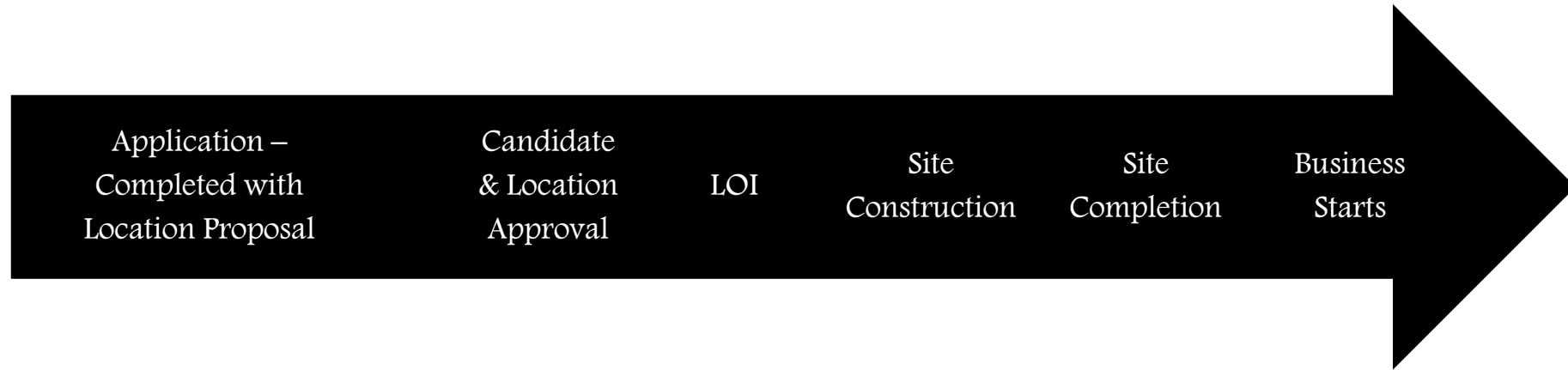
<https://www.facebook.com/ApriliaOfficialIndia/>

<https://twitter.com/apriliaindia>

https://twitter.com/vespa_in?lang=en

<https://www.instagram.com/apriliaindia/>

<https://www.instagram.com/vespaindia/?hl=en>



Interested candidates meeting detailed requirement can apply online on-
<http://www.vespaindia.com/dealer-ship.aspx>

Feel free to connect us on +91-20-6749-2400 for any assistance.

Write to us on-
abdul.khan@piaggio.co.in