



Piaggio Group Americas, Inc.  
140 East 45th Street, 17th Floor  
New York, NY 10017  
T: 212 380 4400 F: 212 380 4459

**Date:** July 15, 2010  
**Contact:** Piaggio Sales & Marketing  
**Subject:** \$500 Hot Vespa Summer Promotion

Dear Dealers,

*Spring Bliss*, the current consumer promotion offering up to \$500 customer cash incentives, is scheduled to expire on July 15, 2010. Positive dealer feedback along with encouraging sales data strongly suggests the promotion should continue throughout the summer season.

Effective July 16, 2010 *Spring Bliss* has turned into *Hot Vespa Summer!*

Customers purchasing any carbureted Vespa S 150, Vespa LX 150 or Vespa LXV 150 scooter at participating dealerships from July 15, 2010 through September 15, 2010 will receive a \$500 discount off the stated MSRP. Customers purchasing an LX 50 two-valve during the same period will receive a \$400 discount.

This exciting customer incentive will be co-funded by Piaggio Group Americas (PGA) and our dealers with PGA providing \$350 toward each 150cc purchase and \$300 towards each LX 50 two-valve purchase.

PGA will provide additional support through strong presence on our website and point-of-sale collateral. Dealer ad slicks, web tiles and e-cards are available to be downloaded from the Business Builder and Ad Builder sections of the Dealer Extranet.

Program Period: 7/16/10 through 9/15/10

Eligible Scooters: All new & unused 2007-2010 Vespa S 150, LX 150 and LXV 150 and LX 50 two-valve scooters

Dealer Contribution: 150cc: \$150 per new unit sold  
50cc: \$100 per new unit sold

Dealer Eligibility: All Authorized Piaggio and Vespa Dealers

PGA reserves the right to audit and certify all warranty registered sales. Dealer must be in good standing to be eligible for any incentive. All program elements, interpretation of rules and the substitution, modification or withdrawal of any prize or program element are at the sole discretion of PGA.

Dealers currently enrolled in *Spring Bliss* will automatically be enrolled in *Hot Vespa Summer*. Dealers not currently enrolled can confirm participation by e-mailing or faxing the *Hot Vespa Summer* enrollment form no later than 7/21/10. Dealers currently enrolled in *Spring Bliss* that don't wish to participate in *Hot Vespa Summer* should send an e-mail to [springbliss@piaggiogroupamericas.com](mailto:springbliss@piaggiogroupamericas.com) requesting cancellation.

The marketing department at PGA is here to help answer any questions you may have. Please contact us at [marketing@piaggiogroupamericas.com](mailto:marketing@piaggiogroupamericas.com) with specific questions.

Best regards,

Piaggio Group Americas  
Sales & Marketing