

**Vespa®**  
*Elettrica*

## SALES DRIVERS



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# **TO EMPOWER DEALERS IN COMMUNICATING THE NEW VESPA ELETTRICA**



BUT

STILL THE  
ICONIC VESPA  
YOU KNOW

BRINGING  
OUR ITALIAN  
IRREVERENT  
ESSENCE TO  
THE FUTURE



*is the future...*

## ***.THE FUTURE IS SIMPLE***

It's life in its truest form. It's about connections, people, engagement, emotions, places and experiences. It's up to us and we can do it.

## ***.THE FUTURE IS ELECTRIC***

Clean, easy, fast and full of possibilities.

## ***.THE FUTURE IS SUSTAINABLE***

A fundamental requirement for securing our long-term future. Conscious development for people we love and places we live in

## ***.THE FUTURE IS NOW***

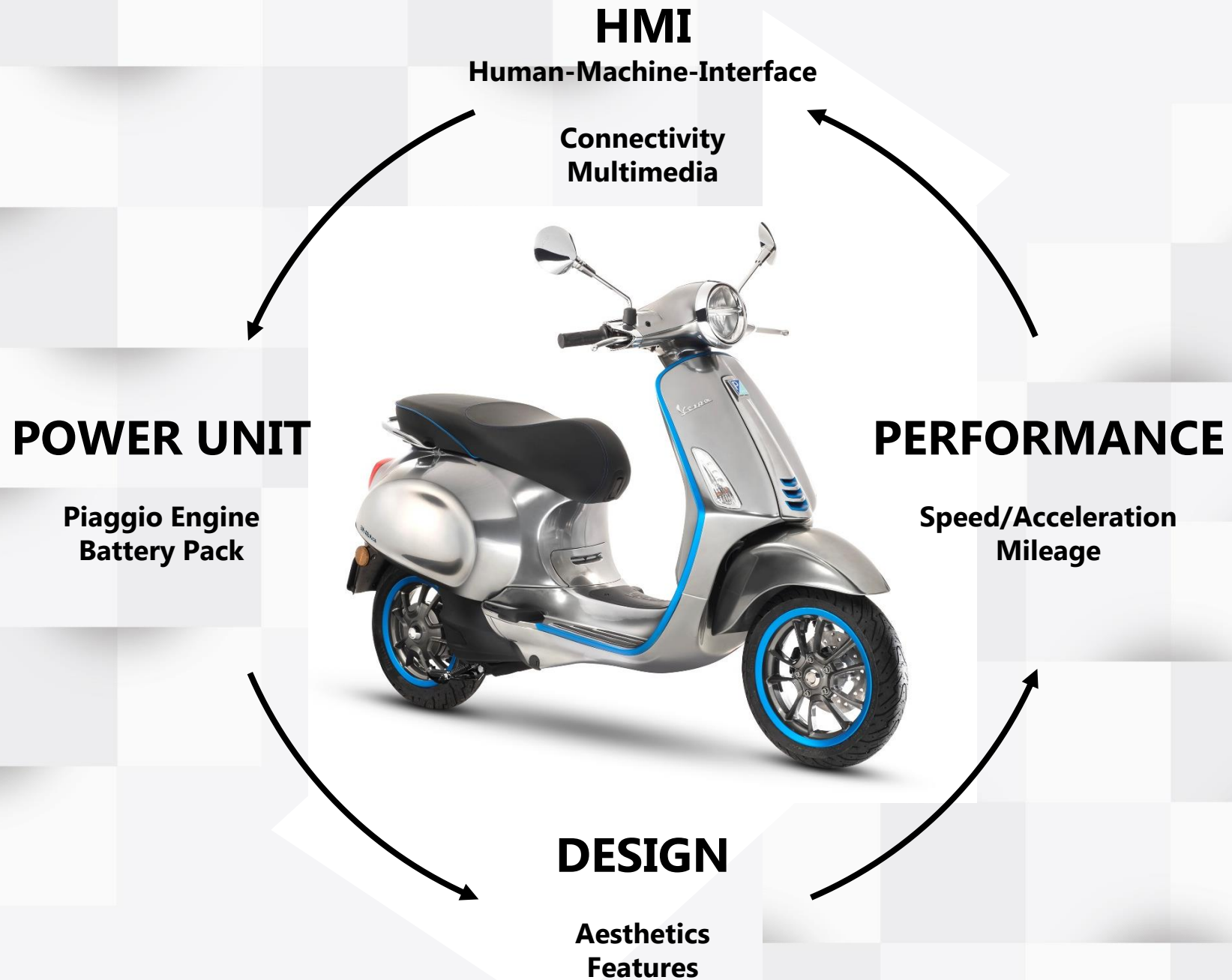
Innovating, creating and reinventing ourselves everyday.

## ***.THE FUTURE IS COOL***

Because it's made of self-expression, personality and authenticity.

## ***.THE FUTURE IS VESPA***

An unique and beautiful journey crafted for you.





# THE FUTURE IS **SIMPLE**

It's life  
in its  
truest  
form.

Because it's all about

**EMOTIONS**  
**CONNECTIONS**  
**PLACES & PEOPLE**  
**EXPERIENCES**  
**ENGAGEMENT**

**Distances** for commuting in big cities **are modest**,  
**on average less than 30 km/day**  
**(60% of 50cc users run 15km/day on average).**

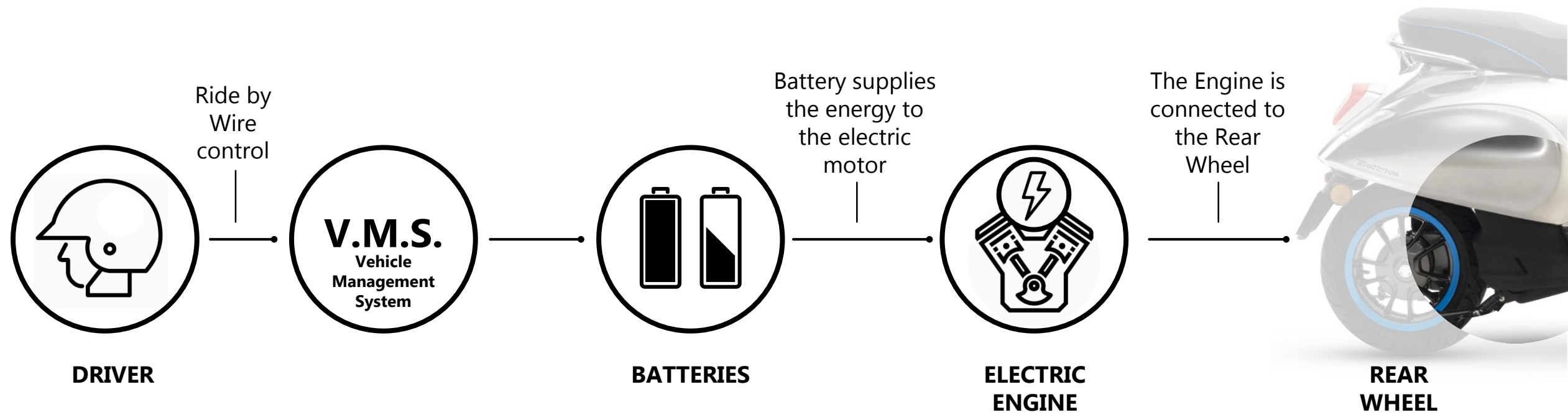
Commuting electrically doesn't require much –  
**Vespa Elettrica simplifies the entire experience**  
by providing an alternative to the car  
in the ultimate sustainable way.



# PRODUCT FEATURES

## PURE ELECTRIC

**VESPA ELETTRICA** is an opportunity to enlarge the Piaggio Green Mobility offer

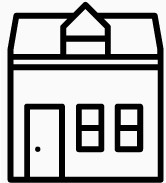


VESPA ELETTRICA CAN ARRIVE **UP TO 100 KM** WITH **ONLY ONE** BATTERY CHARGE!



# PRODUCT FEATURES

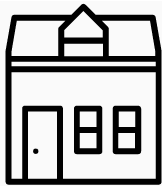
## PURE ELECTRIC



**5** DAYS\*

Sleep without worries  
during your commuting week!  
Just recharge it  
during **weekends at home!**

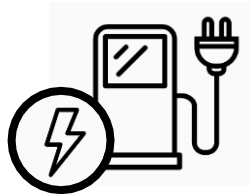
## RECHARGE VESPA ELETTRICA ANYWHERE



At the comfort of your home,  
in the garage. Based on the  
external temperature, 4 to 6  
hours are enough for a full  
charge.



Many companies are engaged  
into providing recharging  
points.  
Recharge while at work!



The public recharging network  
is spreading more and more:  
ask for extra information at  
your dealer

\*considering 20km daily journey, in ECO mode, without stop&go



THE FUTURE  
IS **ELECTRIC**

**CLEAN EASY FAST**

**FULL OF POSSIBILITIES**



# PRODUCT FEATURES

**HMI** - Human Machine Interface

INTUITIVE  
EASY  
CONNECTED  
TRENDY

The **Vespa Elettrica** dashboard is a **TFT** colour 4,3" display.

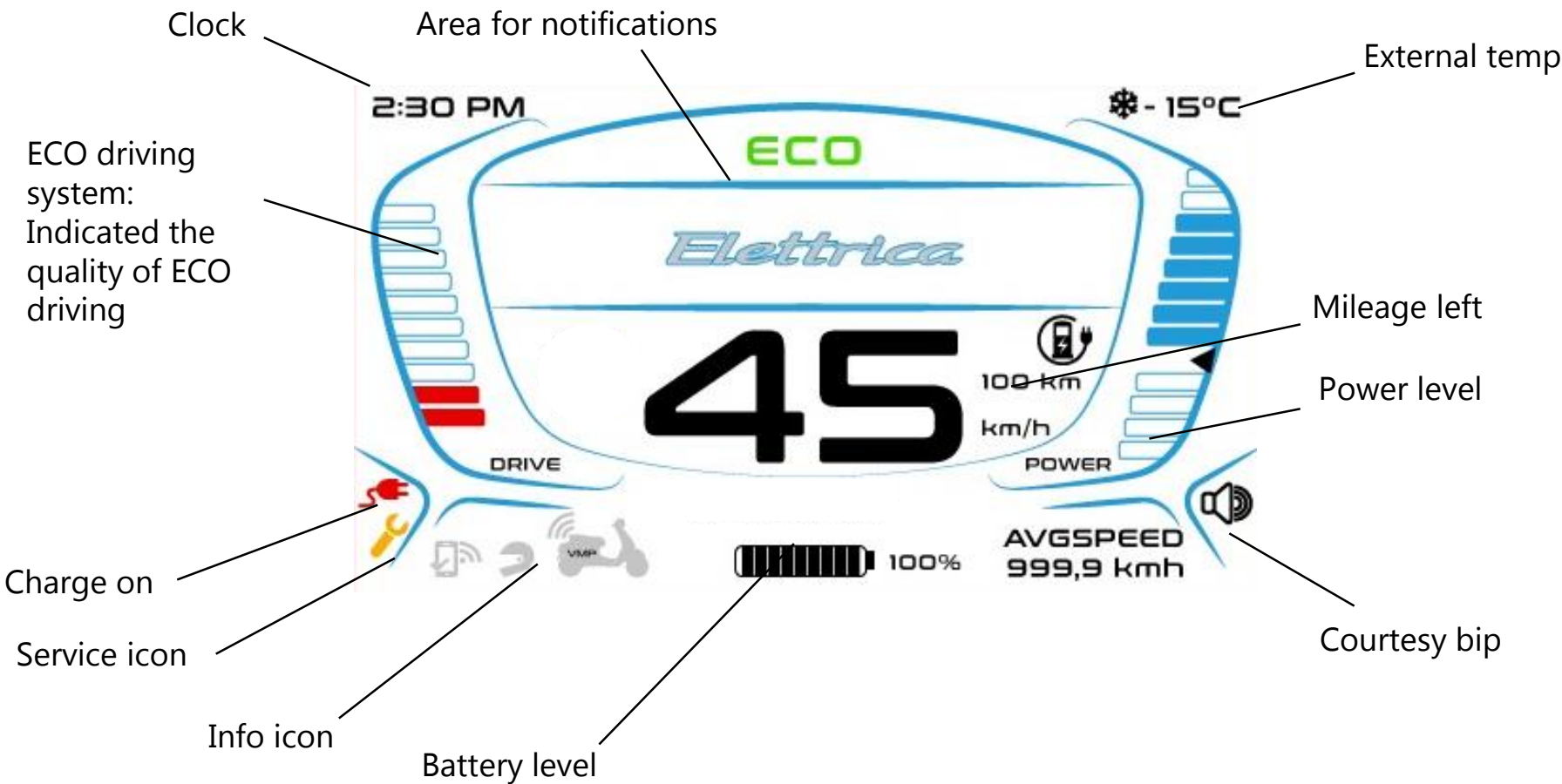


PRODUCT FEATURES

HMI - Human Machine Interface

THE VESPA ELETTRICA DASHBOARD VIEW

DAY MODE



# PRODUCT FEATURES

HMI - Human Machine Interface

## NIGHT MODE





THE FUTURE  
IS

# SUSTAINABLE

LESS IS BETTER

0

**0 NOISE** just buzzing, as a real bee

**0 EMISSIONS** for a better world

**0 FUEL** spend less on electric recharging



**LESS MAINTENANCE COSTS** than a «normal» vehicle

**LESS TAXES (LTZ access, road tax)** depending by your city

**LESS INSURANCE COSTS** offered by many insurance companies

# OUR CUSTOMER PROFILE

«**Electric vehicles have superior driving performance** characteristics and people used to driving electric do not return to internal combustion engine vehicles.»

## A BETTER WORLD

Around 1,740 million barrels of oil per year could be saved by 2050 with the transition to a zero emission passenger car fleet.

**60% REDUCTION** in **GREENHOUSE GAS** emissions in the EU **BY 2050**

People are more and more **ENVIRONMENTALLY** sensitive

## GREEN

### DECARBONISING TRANSPORT

A reduction of cumulative CO2 emissions in 2020 and 2050 from 2.2 to 3.9 gigatonnes.



# THE FUTURE IS **NOW**

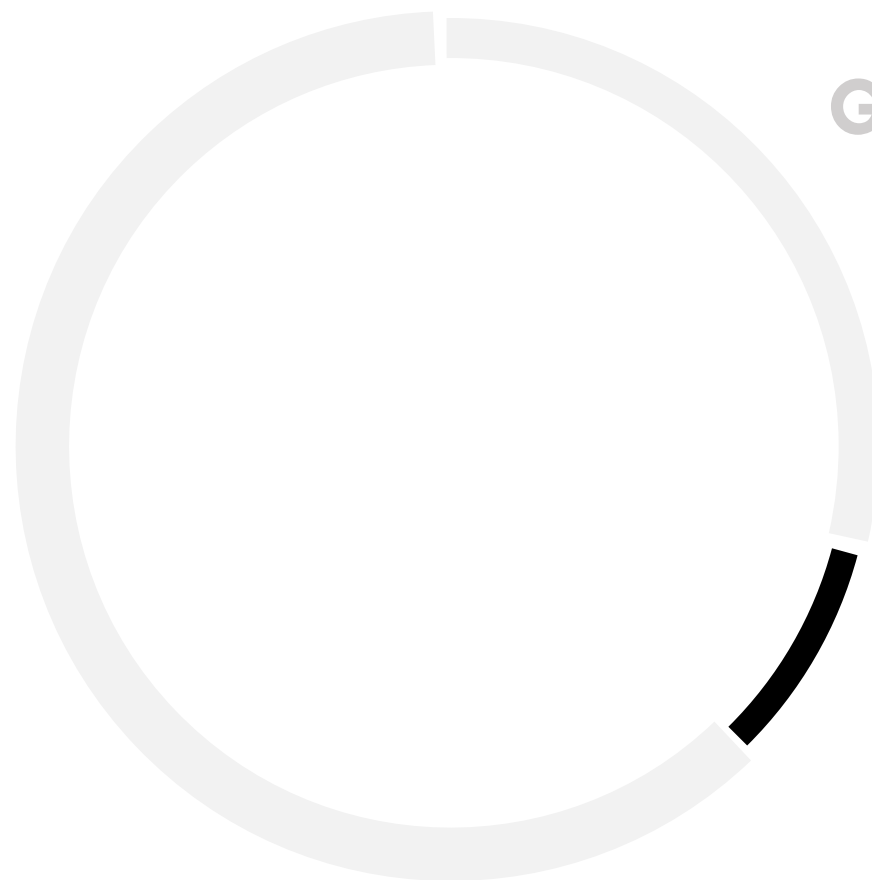
Innovating,  
creating and  
reinventing ourselves  
everyday.

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Innovation has always been a vital  
element in the Vespa history.  
With the Vespa Elettrica we take  
another step into the future.

**We are trendsetter, rebel,  
irreverent. We set the future.**

# OUR CUSTOMER PROFILE



## A BETTER WORLD

Around 1,740 million barrels of oil per year could be saved by 2050 with the transition to a zero emission passenger car fleet.

**60% REDUCTION** in **GREENHOUSE GAS** emissions in the EU **BY 2050**

**ENVIRONMENTALLY SENSITIVE**

## GREEN

### DECARBONISING TRANSPORT

A reduction of cumulative CO2 emissions in 2020 and 2050 from 2.2 to 3.9 gigatonnes.

## CONVENIENT

Electric drive vehicles are very attractive from a cost saving perspective

# PRODUCT FEATURES

## SAVING ADDITIONAL COSTS

### AN INVESTMENT FOR THE FUTURE

Governments and local authorities are progressively encouraging Electric Vehicles purchases, not only through subsidies or incentives, but also by reducing taxes (eg. registration taxes, limited traffic zones exemptions...)



**PURCHASE SUBSIDIES**



**REGISTRATION TAX**



**LOCAL INCENTIVES**



**OTHER TAXES**



# PRODUCT FEATURES

HMI - PURE ELECTRIC

The **Vespa Elettrica** dashboard allows to **manage the scooter** setting different drive modes.

With a specific button to the right of the handlebar, you can choose 3 different settings



## ECO

Speed max  
**30 km/h**  
Reduce power  
Reduce performance

- - - -

## POWER

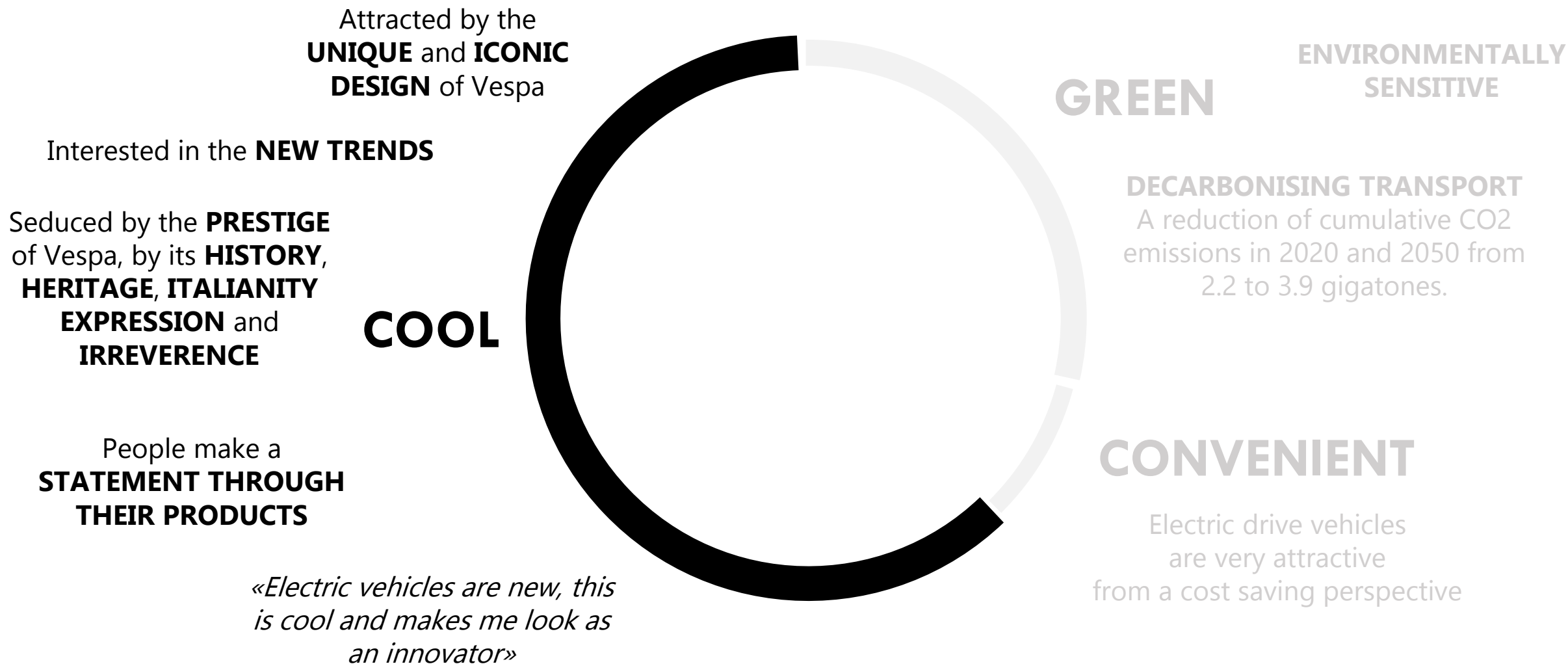
Speed max  
**45 km/h**  
Full power  
Full performance

- - - -

## REVERSE

**Reverse speed**  
(very low) for help  
in the maneuver

# OUR CUSTOMER PROFILE



# PRODUCT FEATURES

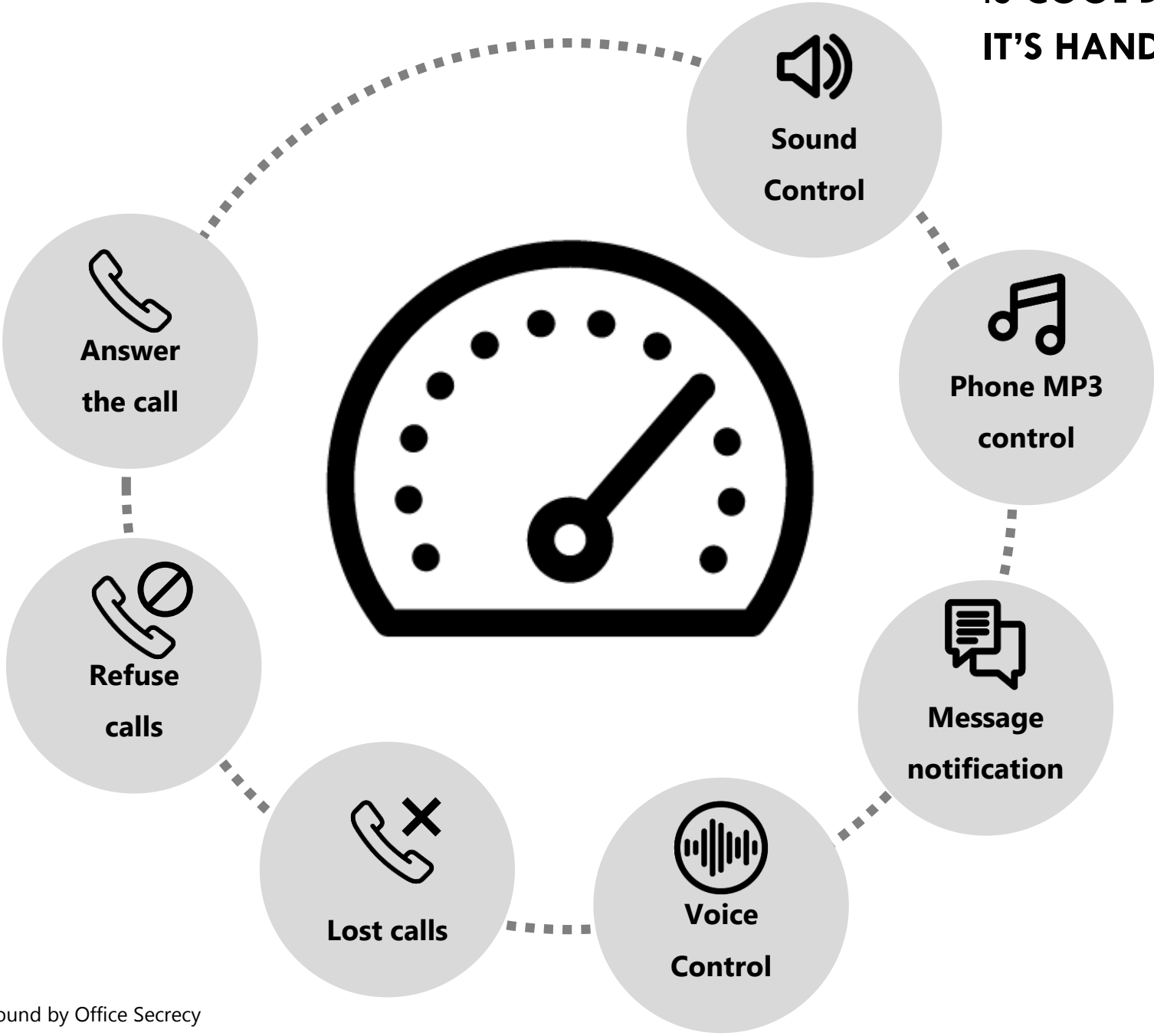
HMI - Human Machine Interface

IS COOL BECAUSE  
IT'S HANDSFREE!

NO NEED TO PUT THE  
PHONE IN THE HELMET

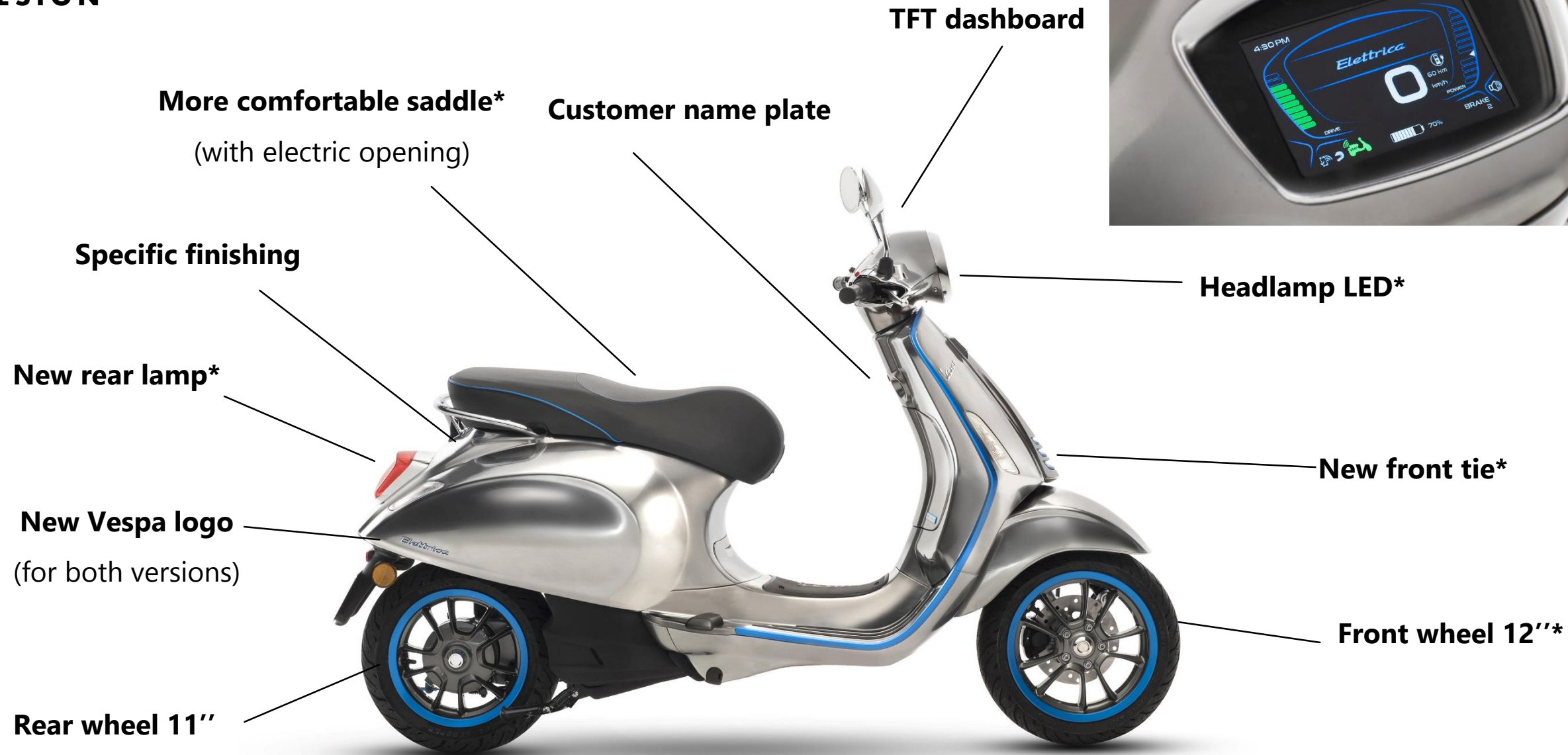
RIDE WHILE LISTENING  
TO YOUR FAVORITE  
PLAYLIST

THE INTERACTION WITH  
THE PHONE IS NO  
LONGER A PROBLEM



# PRODUCT FEATURES

## DESIGN



\*same as Vespa Primavera my2018

# PRODUCT FEATURES

## COMPLETE RANGE

**Be an icon**  
Choose your  
favourite  
model



**45 Km/h**

***October 2018***



**25 Km/h**

***March 2019***



**>45 Km/h**

***March 2019***



# PRODUCT FEATURES

## CUSTOMIZATION: THE COLORS

Customers love to make their own **Vespa Elettrica** personal and customized.  
That's possible, through the details of our color range.

Customization colors name
Azzurro Elettrico*
Rame
Cromo
Giallo Lampo
Verde Boreale
Nero Profondo
Grigio Fumo

*\* Basic colour*



PRODUCT FEATURES

CUSTOMIZATION

VESPA ELETTRICA  
BASIC COLOR **AZZURRO ELETTRICO**



**AZZURRO ELETTRICO**

colors details	
Edges of the front shield	Blu elettrico 295/A
Front tie trim	Blu elettrico 295/A
Color stripes on Rim	Blu elettrico 295/A
Saddle pipe	Blu elettrico 295/A
Edges of «ELETTRICA»	Blu elettrico 295/A

**OPTIONAL COLORS\***



**NERO PROFONDO**

colors details	
Edges of the front shield	Nero 94
Front tie trim	Nero 94
Color stripes on Rim	Nero 94
Saddle pipe	Nero 94
Edges of «ELETTRICA»	Nero 94

\*available by order from January 2019; lead time from order to delivery 6 weeks

PRODUCT FEATURES

CUSTOMIZATION

OPTIONAL COLORS\*



VERDE BOREALE

colors details	
Edges of the front shield	Verde boreale 348/A
Front tie trim	Verde boreale 348/A
Color stripes on Rim	Verde boreale 348/A
Saddle pipe	Verde boreale 348/A
Edges of «ELETTRICA»	Verde boreale 348/A



GIALLO LAMPO

colors details	
Edges of the front shield	Giallo Elettrico 982/A
Front tie trim	Giallo Elettrico 982/A
Color stripes on Rim	Giallo Elettrico 982/A
Saddle pipe	Giallo Elettrico 982/A
Edges of «ELETTRICA»	Giallo Elettrico 982/A

\*available by order from January 2019; lead time from order to delivery 6 weeks

PRODUCT FEATURES

CUSTOMIZATION

OPTIONAL COLORS\*



CROMO\*

colors details	
Edges of the front shield	Cromo Lucido C01
Front tie trim	Cromo Lucido C01
Color stripes on Rim	-
Saddle pipe	White
Edges of «ELETTRICA»	White



GRIGIO FUMO\*

colors details	
Edges of the front shield	Grigio Dust 717/C
Front tie trim	Grigio Dust 717/C
Color stripes on Rim	-
Saddle pipe	Matt black
Edges of «ELETTRICA»	Grigio Dust 717/C

\*available by order from January 2019; lead time from order to delivery 6 weeks

*\* Colors without stripes on the rims*



## PRODUCT FEATURES

### CUSTOMIZATION: THE NAME OF CUSTOMER

*Elettrica*



CUSTOMER NAME PLATE

Customers will have the possibility to see their name on their **Vespa Elettrica**

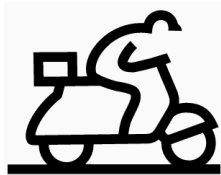
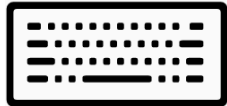




# PRODUCT FEATURES

## CUSTOMIZATION: THE NAME OF CUSTOMER

*Elettrica*



Dealer gives to customer a **flyer** with all info for name plate order


Go on Vespa Elettrica website to **order your name plate** to be inserted on Vespa Elettrica

Insert your data and what you want to write on the name plate (20 types to insert)

Choose your **nearest dealer**: you'll receive your name plate at dealership.

When your name plate will be ready, the dealer will call you to fix an **appointment** and get your icon complete!

**BE AN ICON!**  
An icon with your name on



# UNIQUE SELLING PROPOSITION

## THE CONTEMPORARY ELECTRIC VEHICLE WITH THE VESPA ICONIC DESIGN

'WE EMPOWER PEOPLE WHEN FACING THEIR OBSTACLES; WHEN TRYING TO GET  
SOMEWHERE; TO MEET SOMEONE; TO ENCOUNTER ONESELF'

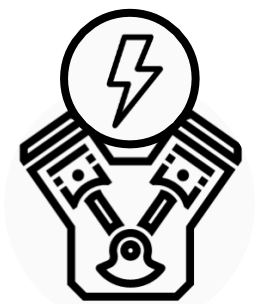




# PRODUCT CONTENT

# PRODUCT FEATURES

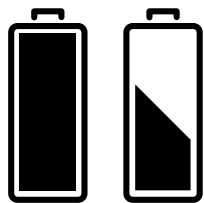
## POWER UNIT



ELECTRIC  
ENGINE

**Power max: 3,5 kW** (4 kW peak)

**Torque: > 200 Nm on the wheel**



BATTERY

**Capacity: 4,2 kWh**

**Weight: 25 kg**

**Recharge Time: 4 h** (3h for 80% of battery)

**Battery : Lithium cell by LG Chem** \*Fixed batteries on the vehicle

**Life of battery: 1.000 cycles** (remain battery capacity 80%)



**Speed max: 45 km/h**  
(30 km/h in ECO mode)

**Road slope: 30%** driver only

**Road slope: 20%** driver and passenger

**Weight: ~130 kg**

# PRODUCT FEATURES

## OTHER FEATURES

**RECHARGE CABLE:** Length 1,5-2m; it's possible to customized the battery charging cable with various sockets

**VMP:** Vespa Multimedia Platform (2.0)

**REMOTE CONTROL:** With bike finder and open saddle

**USB PORT:** On board in the front box

**UNDERSEAT:** Underseat space for 1 helmet

**CHARGER:** Power of charger up to **1 kW**

**LIFE BATTERY:** If you recharge the battery before it gets below 20% of charge, you can improve the battery life with a exponential curve (next step simulation of life battery)

PURE ELECTRIC

Mileage: from 50 km to 100 km

The mileage is calculated in planar street and constant speed.  
The follow table indicated the reduced mileage in function of Stop & GO

STOP & GO	Each 1.000 m	Each 500 m	Each 250 m	Each 100 m
Power (45km/h)	-10%	-20%	-25%	-40%
ECO (30km/h)	-10%	-20%	-20%	-30%

MILEAGE WITH DIFFERENT Stop&Go

POWER mode - max speed 45 km/h					
Stop&GO frequency	No stop	1000 m	500 m	250 m	100 m
Km % reduction	0	-10	-20	-25	-40
km tot	80	72	64	60	48
ECO mode - max speed 30 km/h					
Stop&GO frequency	No stop	1000 m	500 m	250 m	100 m
Km % reduction	0	-10	-20	-20	-30
km tot	100	90	80	80	70



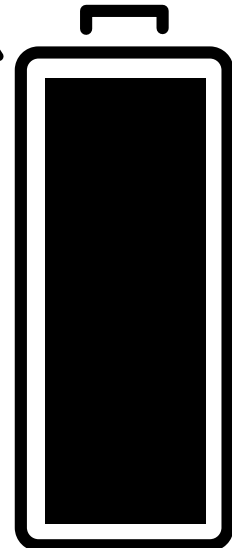
# MILEAGE & POWER

## RECOVER



E

F



**Vespa Elettrica has the energy recover system called K.E.R.S.**  
(Kinetic Energy Recovery System)

This system allow to recharge the battery during deceleration



**THANK YOU**