

PIAGGIO FAST FORWARD WITH VITRA AT ORGATEC TO SHOWCASE NEW GITA APPLICATIONS FOR THE INDOOR WORKSPACES OF THE FUTURE

The latest version of Gita will be at the leading international trade fair for workplace design

Cologne, Germany, 22 October 2018 – As from tomorrow, **Piaggio Fast Forward (PFF)**, the Piaggio Group company at the cutting edge of research into mobility of the future, and Switzerland's **Vitra**, innovative design company, **will be together at ORGATEC** (Cologne, 23 – 27 October), the leading international design trade fair for the modern working world.

The latest version of Gita will be showcased at ORAGTEC: so far successfully tested in outdoor urban spaces, Gita now expresses its full versatility as a smart device with a series of new functions for indoor home and office spaces.

"The way we work is drastically changing and will be increasingly mobile and networked," said Greg Lynn, CEO of Piaggio Fast Forward. "This is why PFF has collaborated with Vitra for Orgatec to create new accessories for Gita that will help make today's offices and on-the-go workforce more efficient and mobile. I can't think of a better showcase for this project than ORGATEC, the epicentre of the modern workplace."

For Orgatec PFF and Vitra have worked together to identify the main requirements of modern workplaces and make the functionality of Gita available to users in indoor environments. Five accessories developed specifically for mobility in the offices of the future:

- **Concierge**, a mobile carrier with compartments to keep materials organised and immediately available;
- **Digital Nomad**, a drop-in to transport work materials, presentations, connections, and transform every corner of the office into a meeting room;
- **Catering Trolley**, a carrier that, in this case, supplies food and beverages, which can be easily adapted to any type of service;
- **Project Basket**, a drop-in to collect office materials and supplies, able to reach workers wherever they are;
- **Powerbrick**, a device ready to recharge any electronic device, in any conditions.

Efficient hands-free mobility is the main purpose of Gita, in any environment, from cities to suburban communities, from offices to the home. Gita is a smart autonomous vehicle with a payload of up to 20 kg and a range of 20 km in an urban setting. It accompanies the user, maps their surroundings and monitors other moving objects, and also operates easily in enclosed spaces.

PIAGGIO FAST FORWARD

Founded in 2015 by the Piaggio Group, Piaggio Fast Forward creates lightweight, intelligent mobility solutions for people and goods. Based in Boston, MA, the company is dedicated to helping people to move better, further, faster, and more enjoyably both inside and outside. In the present era of machine intelligence, PFF seeks to promote more vibrant cities filled with pedestrians, cyclists, and skaters whose mobility is enhanced by new varieties of smart devices. PFF is also focused on ensuring that people are able to do their work at home or in an office more efficiently and develops products that make day-to-day living and working easier. To this end, PFF's first product is gita: a mobile carrying device that carries up to 44 pounds and follows people on the go, both inside and outside. gita encourages a mobile lifestyle for anyone who wants to move with ease and efficiency hands-free, from millennials and parents to seniors. For more information, visit www.piaggiofastforward.com or follow the company on Twitter, Facebook or Instagram.

VITRA

Creating innovative products and concepts with great designers is Vitra's essence. They are developed in Switzerland and installed worldwide by architects, companies and private users to build inspirational spaces for living, working and public areas.

With its classics Vitra represents groundbreaking 20th century design. Today, in combining technical and conceptual expertise with the creativity of contemporary designers, Vitra seeks to continue pushing the boundaries of the design discipline.

A family business for eighty years, Vitra believes in lasting relationships with customers, employees and designers, durable products, sustainable growth and the power of good design.

The Vitra Campus with buildings by some of the world's leading architects and the Vitra Design Museum with its exhibitions on design and architecture, design archives and a comprehensive furniture collection are all part of Vitra. They inspire visitors, inform the design process and create an atmosphere in which innovation flourishes.

ORGATEC

ORGATEC is the leading international trade fair for the modern working world whose central 2018 theme "culture@work" presents visionary concepts for the whole world of work. After all, it is only through a culture that promotes diversity, collaborative partnerships, motivation and trust that we are inspired to work creatively and our ideas are allowed to flourish. The following figures prove that ORGATEC is the hotspot for the modern working world and offers the best environment for doing good business:

- More than 56,000 visitors
- More than 50% of trade visitors come from abroad
- 85% of fair attendees are top decision makers
- 95% of visitors would recommend ORGATEC to business partners

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