



Date: June 29, 2011
Contact: Marketing
Subject: Piaggio and Vespa Scooters in *Larry Crowne*

Dear Dealers,

This Friday, July 1, the movie *Larry Crowne* opens in theaters nationwide, and Piaggio and Vespa motor scooters have prominent roles. The movie plot line is: After losing his job, a middle-aged man reinvents himself by going back to college, and falls in love with his female professor. In his attempt to down-size and save money, he purchases a scooter and joins a 'scooter gang.'

Vespa Dallas gathered their scooter owners and rode to a recent screening of the movie, which as you will see in this clip, was attended by a very large crowd of scooter riders:

[Watch the video from Fox 4 in Dallas](#)

We encourage you to look for and create similar meet-up events in your city or town. More positive attention like this for scooter riders will get new heads turning towards Piaggio and Vespa scooters as a viable and fun means of transportation. A group ride from your dealership to the movie is a perfect way to get people to your shop and celebrating the scooter community.

Any questions should be directed to marketing@piaggiogroupamericas.com.

Regards,

Marketing Department
Piaggio USA