

NEW MP3

400 HPE / 530 HPE

PRODUCT BOOK



PIAGGIO®

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**A SUCCESS
STORY**

A SUCCESS STORY

THE FIRST PIAGGIO THREE WHEELS SCOOTER

2005 December, the **first three wheels** prototype was shown in Bologna Motor show with the Aprilia Racing riders, a new era with a unique, safer, stable and fun to ride vehicle begins.

MP3 was born in **2006**, redefining urban mobility.



New levels of safety in all roads and weather conditions. The patented articulated quadrilateral front suspension to guarantee road holding, stability and fun-to ride at levels unknown to traditional 2-wheels scooters.

16 years after MP3 is still the market leader, proving the success of its winning and innovative concept.

A SUCCESS STORY

THE FIRST PIAGGIO THREE WHEELS SCOOTER

Aesthetical and technical improvement during a unique history:
first hybrid scooter, unique engine 500cc, first reverse gear scooter.

2006



The first three wheels scooter

2007



400 introduction

2009



The first hybrid scooter

2011



500 introduction

2014



New rear shape

2018



350 and 500 hpe

2019



Reverse gear

- Over 230.000 (all) MP3 units sold in 16 years
- An important lifecycle enriched by new engines, versions with the possibility of being riding with car driving license

A SUCCESS STORY

MP3 WAS IMMEDIATELY A SUCCESS: “PIAGGIO PRESENT THE REVOLUTION WITH 3 WHEELS”

La Honda ripensa il ruota alta. Idea Piaggio, è lo scooter del futuro

DI GIORGIO CERCHI

ROMA - A chiuderla l'anno ha i suoi 11 anni da sempre il Honda Stone di Bologna, allegro e chiacchierato scambiatore che non ha mai avuto una buona vendita. Il fatto di essere sportivo e sportivo, all'ultimo anno ha fatto un passo in avanti: il nuovo Honda Stone è stato ribattezzato Stone 150 e ha un motore di 150 cc. Piaggio ha ripensato il ruota alta, e lo ha fatto con un motore di 150 cc. Piaggio ha ripensato il ruota alta, e lo ha fatto con un motore di 150 cc. Piaggio ha ripensato il ruota alta, e lo ha fatto con un motore di 150 cc.

MOTORSHOW
Piaggio presenta prototipo a 3 ruote

Proteggere il prototipo di scooter a tre ruote che Piaggio ha organizzato «a sorpresa». Tuttavia privo di nome e di una veste estetica definitiva, il prototipo di scooter a tre ruote è dotato di un sistema di insonorizzazione e di un motore di 150 cc.

Una rivoluzione con tre ruote

L'idea Piaggio per uno scooter diverso
Pavani: «Più veloce, divertente e stabile»

Una rivoluzione con tre ruote. L'idea Piaggio per uno scooter diverso. Pavani: «Più veloce, divertente e stabile».

Più stabilità per piegare in sicurezza

BOLOGNA - Il nuovo veicolo Piaggio desterà moltissimo interesse. Uno scooter con tre ruote non può passare inosservato, considerata la curiosità degli appassionati nei confronti di una novità di questi costumi. E in un'occasione come questa, un scooter a tre ruote è un veicolo che si presenta con un'immagine diversa da quella di un veicolo a due ruote.

IN PREGA SENZA PERICOLO

LA STORIA

La storia di questo scooter a tre ruote è cominciata nel 1998, quando Piaggio ha presentato il prototipo di scooter a tre ruote. Il prototipo è stato presentato al Motorshow di Bologna, e ha suscitato un grande interesse. Piaggio ha deciso di sviluppare un scooter a tre ruote che fosse più stabile e più sicuro di un veicolo a due ruote.

Piaggio, sfida su 3 ruote

Tre ruote per piegare di brutto

Il nuovo scooter a tre ruote di Piaggio è stato presentato al Motorshow di Bologna. Il prototipo è stato presentato al Motorshow di Bologna, e ha suscitato un grande interesse. Piaggio ha deciso di sviluppare un scooter a tre ruote che fosse più stabile e più sicuro di un veicolo a due ruote.

Colpo d'occhio

Tutti pazzi per le tre ruote

PONTEREDERA Come abbiamo scritto nei giorni scorsi, la Piaggio ha presentato al Salone Motorshow di Bologna, a sorpresa in questi, un prototipo di scooter a tre ruote. Il prototipo è stato presentato al Motorshow di Bologna, e ha suscitato un grande interesse. Piaggio ha deciso di sviluppare un scooter a tre ruote che fosse più stabile e più sicuro di un veicolo a due ruote.

MOTOCICLISMO.it

Tre ruote per piegare di brutto

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TARGET SALES RESULT DOUBLED
IN THE SECOND YEAR

A SUCCESS STORY

MP3 IS SOLD IN OVER 40 COUNTRIES ACROSS 4 CONTINENTS



CUSTOMER **PROFILE**

CUSTOMER PROFILE THE NEEDS



COMFORT & SAFETY:

relaxed riding, comfortable position and top of protectiveness.

3W's level of safety is a priority: stability in every road surface and weather conditions.

TECHNOLOGY:

3W's concept and features derived from automotive world make the difference in customer needs.

PERFORMANCE:

best engine offer in the market, driving comfort and fun to drive in urban jungle.

CAPACITY:

big load under seat storage (minimum two helmets), smart storage box and usable footboard.

STYLE:

protective but dynamic and modern, with a unique allure of status and exclusivity.

CUSTOMER PROFILE



Gender:
MALE



Average:
45-55 YEARS OLD



Mileage per day:
>50 KM



HIGH LEVEL LIFESTYLE

(64%): manager,
professionals



CITY LIFE

Living in a large city
in central Europe



CAR LICENSE



PERSONALITY

- Determinate, Assertive
- Confident
- Strong willed, Effective
- Ambitious, Successful
- Sophisticated, Elegant, Refined
- Critical ability



CUSTOMER PROFILE

He's a customer belonging to a **status**, oriented to notorious and unique vehicle, and the most demanding Piaggio customer.

"My Time is precious and I need the best solution to make my life effective"

"MP3: it's a way to keep me clean & ready to work with the best I can have on the market"



RIDE OCCASION

- Everyday commuting
- Any condition for full year
- Urban context
- Long distance (50 km daily average)
- High speed route

RIDER PROFILE

- Expert, Competent
- Demanding, Ego referred
- Pragmatic, Focused

THE NEW
MP3

MISSION

Customer and market scenario has changed consistently. Increased request of technology and status, as well as new incoming players have created an intense competition.

Once again, the New MP3, the FIRST AND ORIGINAL 3 wheels scooter, reinvents the market. With its unique heritage and the winning concept, New MP3 opens a new era, a NEW GENERATION of vehicles, setting an unreachable level about:

- **Design**
- **Technology**
- **Safety**
- **Performance**

Pulling away from competitors in every aspect.



CUSTOMER PURCHASING PROCESS

EMOTIONAL PHASE

IMAGE/STATUS

The pursuit of a vehicle solid, safe with a unique image that fully represents the need to assert a status.



PRODUCT EVALUATION

TECHNOLOGY

Hi-end technology fully designed for expert driver needs, especially automotive like.



CHOSEN CONSOLIDATION

PERFORMANCE

Commuting is a need but with right pleasure and fun to ride, expected excellent performance overall.



MUST HAVE: Comfort, safety and functionality represent the fundamental base from which the purchasing process starts

CUSTOMER TARGET & MOTIVATION



CURRENT CUSTOMER

CONFIRM AND RAISE CURRENT CUSTOMER SATISFACTION

- New modern style
- High Status and premium image
- Improved engine range (one of the first purchasing reason in the life cycle)



3W CUSTOMER

STRENGTHEN LEADERSHIP IN THE MARKET

- New level of technology (TFT, connectivity, reverse gear with camera)
- Unique engine range, new level of performance in single cylinder scooters



GT CUSTOMER

EXPAND THE CUSTOMER BASE OFFERING

- The Highest level of comfort and technology
- An exclusive safety and inimitable level of protection

THE CONCEPT

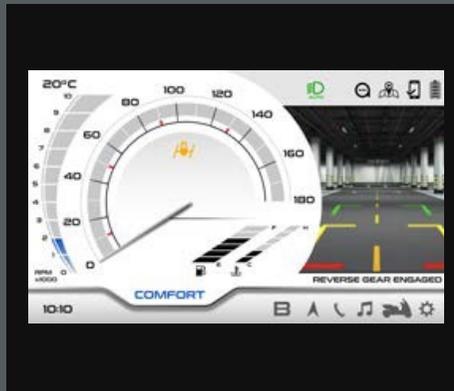
FOUR PILLARS TO SET THE NEW GENERATION.
CONFIRM AND REINFORCE THE UNIQUENESS SHOWN SINCE THE FIRST LAUNCH IN 2006,
A LEVEL UNKNOWN TO COMPETITORS: “PROTECTION IS A QUESTION OF DNA”

DESIGN



TOTALLY RENEWED
MODERN, DISTINCTIVE,
PREMIUM

TECHNOLOGY



TOP CLASS EQUIPMENT
A SUPERIOR LEVEL IN
TECHNOLOGY FEATURES

SAFETY



EXCLUSIVITY IN THE MARKET,
FIRST RIDER ASSISTANCE
FEATURES

PERFORMANCE



TOP IN CLASS
ENGINE RANGE,
400hpe and new 530hpe

THE PRODUCT



THE PRODUCT DESIGN

DNA

The new MP3 evolves in a modern, dynamic and distinctly sportier key, without forgetting its origin.

The character of the new MP3 is more aggressive and dynamic. The vehicle is more front-loaded, with a style that “broadening the shoulders” to guarantee protection and riding comfort, and is complemented by a streamlined and racy rear end, without however sacrificing the load capacity of the under-seat space, a content that distinguishes a real GT.

The perception is a vehicle more compact, with lower overhangs and a sportier attitude.



THE PRODUCT DESIGN



SPORTIVITY

The new look is characterized by decisive lines that enhance its dynamic and sporty nature. Its new shapes work together with other elements, such as the motorcycle-derived number plate holder on the rear wheel, the double exhaust, and the air intakes resulting from an important aerodynamic study, to complete an important and strong character.

ERGONOMICS

The new design evolves to improve ergonomics: the footrest is revised to give more room for the feet in different positions and a better riding position.

The handlebar is set back towards the rider for greater control of the vehicle, the seat, with a new shape and softer padding, guarantees comfort, the rear passenger handlebar has an optimized grip.

Great attention has been paid to both rider and passenger.

THE PRODUCT DESIGN

RECOGNIZABILITY AND UNIQUE STYLE

The front is distinguished by a completely new full-LED headlamp, which through the design of the light makes the MP3 unmistakable. The MP3's new eyes recall the previous generation, but thanks to new technology they enhance its character and project it into the future.

Also at the rear of the vehicle, a red light beam runs seamlessly through the entire headlamp assembly, making the MP3 unmistakable even in the rear view.

MP3 has always stood out for the refinement and elegance of its finish, a careful and innovative study of the materials used, and their finish, creates surprising combinations that enhance different souls, classic and sporty. Each element combines with another to create sophisticated effects: sporty, elegant, technological.

The dashboard has an automotive feel, designed around the large 7-inch TFT display. The manual parking brake lever has also been redesigned, with a higher position that makes it easier to use and is completely integrated into the shield.



THE PRODUCT TECHNOLOGY

The New MP3 introduces an hi-end technical equipment to set performance, comfort and stability to a level never seen before.

Satisfy drivers looking for a more practical and safer alternative, to the experienced motorcyclist able to appreciate the advantages of technical features fun to drive oriented.



THE PRODUCT TECHNOLOGY: LED LIGHTING SYSTEM

The lighting system is totally new and full LED and it emphasizes an unmistakably **new distinctive look**. Thanks to full LED lighting system, vehicle visibility is improved, during the day and in the night with greater efficiency and energy saving than a traditional bulb.

HEADLAMP



THE HEADLAMP IS MADE UP OF TWO SYMMETRICAL OPTICAL ELEMENTS. ON EACH SIDE, THE LOW BEAM WITH 3 LEDS AND THE HIGH BEAM WITH 2 LEDS THE DRL, CONSISTING OF TWO SUPERIMPOSED BLADES WITH 33 LEDS, CONSTANTLY USED AS A POSITION LIGHT.

THE FRONT BLINKERS ARE HOUSED IN THE FRONT WHEEL ARCHES. ALSO LICENSE PLATE LIGHT IS LED.

REAR LIGHT



THE REAR LIGHT IS A SINGLE COMPONENT THAT INTEGRATES THE REAR BLINKERS.

THE TAILLIGHT AND BRAKE LIGHT ARE MADE UP OF TWO STRIPS OF 12 LEDS.

THE PRODUCT TECHNOLOGY: KEYLESS SYSTEM

The New MP3 has the keyless system as standard.

It allows the driver to keep the key fob pocketed when unlocking, locking and starting the vehicle.

Once connected, the welcome logo lights up on the instrumentation to signal electronic key recognition by the ECU.

- Dedicated buttons on the electronic key, open the under seat, the fuel cap and make remote use of the Bike Finder function. This function ensures the vehicle is recognizable even at a distance, activating both the turn indicators and the horn.
- In LOCK if the parking brake is activated, allows the lever position locked (not present in other competitors).



THE PRODUCT TECHNOLOGY: KEYLESS SYSTEM

KEY



Using the button on the remote control, the user can activate Bike Finder and easily find their scooter, or activate the vehicle with the electronic key still in their pocket.

IGNITION SWITCH



On the back-shield, the classic ignition switch is replaced by a practical knob, which requires only a light touch to connect the vehicle ECU to the electronic key.

KEY RECOGNITION



Once connected, a welcome message is shown on the TFT screen, is the signal that the electronic key has been recognised by the vehicle.

START



Once recognition has taken place, the knob can be turned to the «ON» position and the engine can be started by pressing the start key.

THE PRODUCT TECHNOLOGY: NEW SWITCHES

The handlebar is completely new, structure and elements define a different position from old, in the center there is the new logo MP3 with a more technological and modern style.

The new switches are from motorcycle derivation and are the result of important ergonomics and functionality research, ensuring simpler and more immediate vehicle management.



THE LEFT-HAND SWITCH BLOCK IS SPECIFIC TO THE DIFFERENT ENGINE:

- Cruise control (only on 530)
- Four-button joystick for scrolling/selecting TFT instrument pages
- Direction indicators
- Horn
- Passing "trigger"

THE RIGHT-HAND SWITCH IS COMMON TO BOTH ENGINE:

- Hazard
- Run-stop
- Vehicle roll lock/unlock
- Ignition



THE PRODUCT TECHNOLOGY: NEW DASHBOARD

The all-new dashboard allows the complete control of all the main on-board information.

It has been designed with the unique color 7" TFT display (**the bigger in the 3w market**), and it offers more refined finishes with a higher level of perceived quality.



THE PRODUCT TECHNOLOGY: NEW INSTRUMENT PANEL

The new instrument panel 7 inches color TFT is a unique in the segment. When the instrument cluster is switched on and off, a Welcome/Goodbye video is shown.

It can be displayed both in daytime configuration (light background) and in night-time configuration (dark background), this can be made either automatically using the instrument's light sensor or by operating on the Instrument settings page.

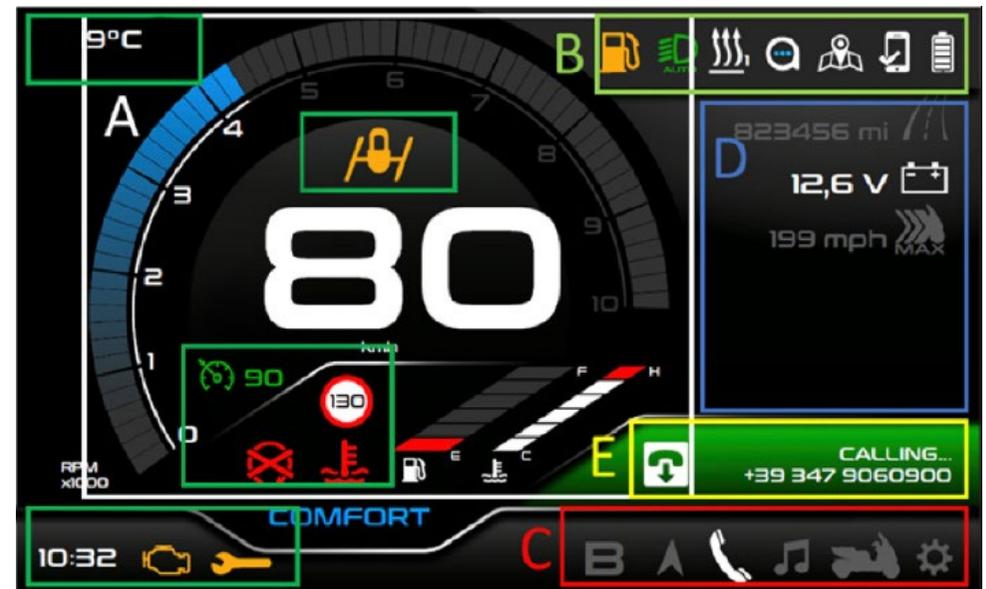
Navigation within the instrument cluster is accomplished with the four-button joy-stick housed in the left-hand switch.



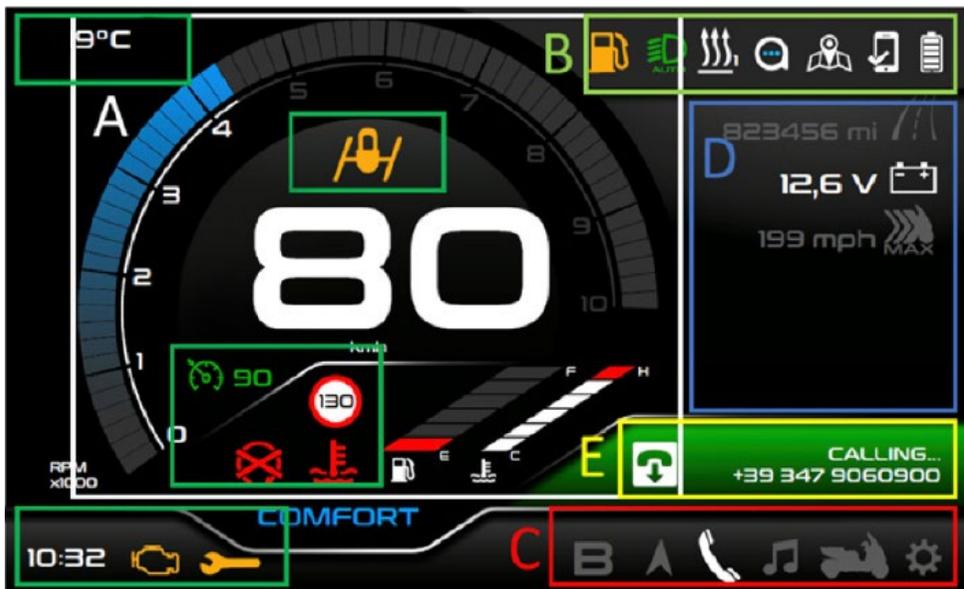
THE PRODUCT TECHNOLOGY: NEW INSTRUMENT PANEL

THE NEW INSTRUMENT PANEL DISPLAY ALL THE MANAGEMENT AND CONNECTIVITY INFO DIVIDED IN DIFFERENT FUNCTIONAL AREAS:

- A.** (white box) speedometer, rev counter, fuel level and water temperature, available in two different graphic layouts (analogic and digital)
- B.** (green box) presence of ice, fuel reserve, automatic low beam, heated accessory level, Piaggio MIA, Navigator status, mobile phone status, battery level of connected mobile phone, roll lock, speed set by cruise control, speed limit, Run-off, Water temperature, outside temperature, hours / minutes
- C.** (red box) the icons: trip, navigation, telephony, music, vehicle configuration, instrument setup



THE PRODUCT TECHNOLOGY: NEW INSTRUMENT PANEL



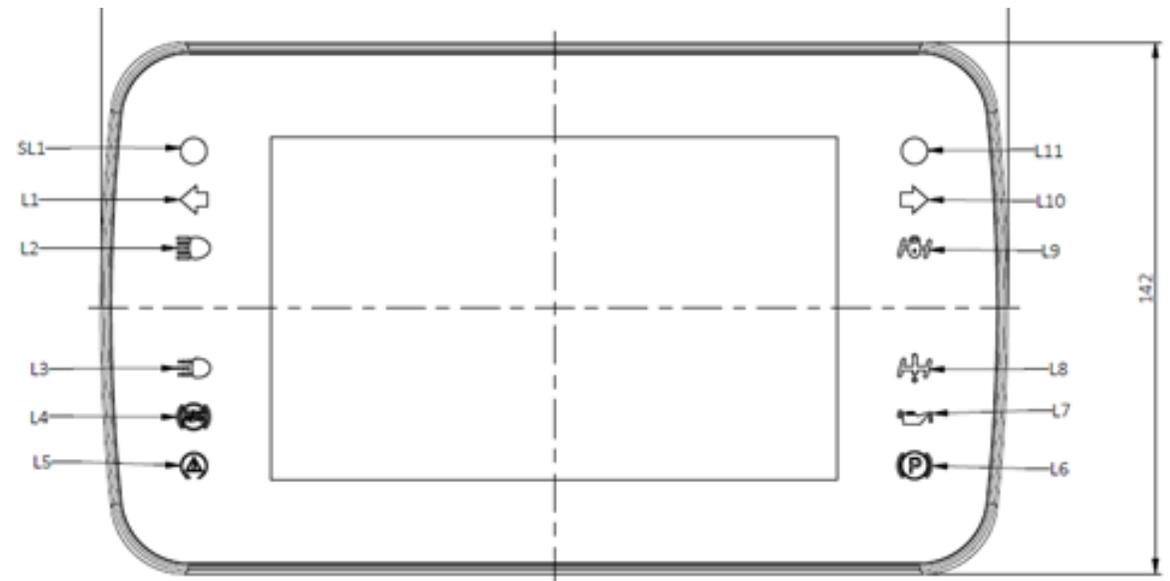
- D.** (blue box) trip (A, B or C), navigation, vehicle configuration, scrolling mode, odometer → trip → trip time → max speed → average speed → battery voltage → instantaneous consumption → average consumption → range.
In the lower part average speed histogram, average consumption histogram and torque vs engine speed curve with indication of instantaneous operating point. If the Navigation is selected, pictograms and information related to navigation appear in this area.
- E.** (yellow box) reserved for pop-ups and information relating to: general warnings, call management, music, navigation.

THE PRODUCT TECHNOLOGY: NEW INSTRUMENT PANEL

THE 11 WARNING LIGHTS ON THE SIDE OF THE TFT SCREEN ARE:

- L1** left indicator
- L2** high beam
- L3** DRL
- L4** ABS malfunction
- L5** ASR
- L6** Hand brake
- L7** Insufficient oil pressure
- L8** Roll lock malfunction / rider presence
- L9** Roll lock engaged
- L10** Right direction indicator
- L11** Immobilizer

Slot SL1 is used by the light sensor.



The instrument common to both displacements, consists of a 7" TFT with 11 LED indicators on the side of the screen.

THE PRODUCT TECHNOLOGY: CONNECTIVITY

The instrument panel has been designed to make the best use of all on-board connectivity functions.

Through **Piaggio MIA, with the connection between the vehicle and the smartphone**, the rider has access to many functions, in complete safety, thanks to the notifications displayed on the TFT screen.

The new instrument panel display all the management and connectivity info. The 7" TFT color shows on the screen:

- All vehicle information's
- Phone calls in and out
- Messages notification
- Music management
- GPS navigation

By pressing the multifunction buttons on the left hand block, the user can manage all the connectivity features.

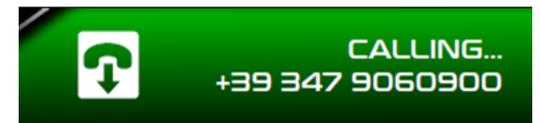


THE PRODUCT TECHNOLOGY: CONNECTIVITY



- Alarms and general alerts
- Telephony (phone book, incoming call, call in progress, missed call, etc.)
- Music (track playing, track paused, play-list)
- Navigation (generic info, destination, waypoint, stop navigation, fuel station list, navigate to fuel station)

Are reserved in specific pop-ups in the screen. Each pop-up family is identified by a specific background colour.



THE PRODUCT TECHNOLOGY: CONNECTIVITY

NAVIGATION GPS

The system, exploiting Piaggio MIA application, allows GPS navigation on the TFT display. Once the destination address has been set and navigation has started, the navigation icon appears on the digital display. Navigation can be started directly from the dashboard to any of the recent destinations, it can also be stopped and resumed.



Navi configuration in day and night mode.

THE PRODUCT TECHNOLOGY: COMFORT

CRUISE CONTROL

MP3 530 Exclusive, with the new CPU hardware and ride by wire throttle, is equipped with the cruise control function. An additional important feature to MP3 customer.

Armed/disarmed and speed management using the joy-stick on the left switch block. In the OFF condition the light is off.



The cruise control icon is always on when the cruise control is engaged; the cruise speed is also indicated on the instrument panel.

THE PRODUCT TECHNOLOGY: COMFORT

The cruise speed can be decreased or increased by moving the cruise control joy-stick forward (-) or backward (+).

Acting on the throttle in the usual direction of rotation increases the vehicle's speed temporarily (typical example: overtaking) and then returns to cruising speed by releasing the throttle.

Cruise control is deactivated by applying the brakes or turning the throttle control in the opposite direction at the end of the stroke.

After deactivation the cruise control can be reactivated at the last cruising speed by long > 1second upward pressure on the joy-stick.



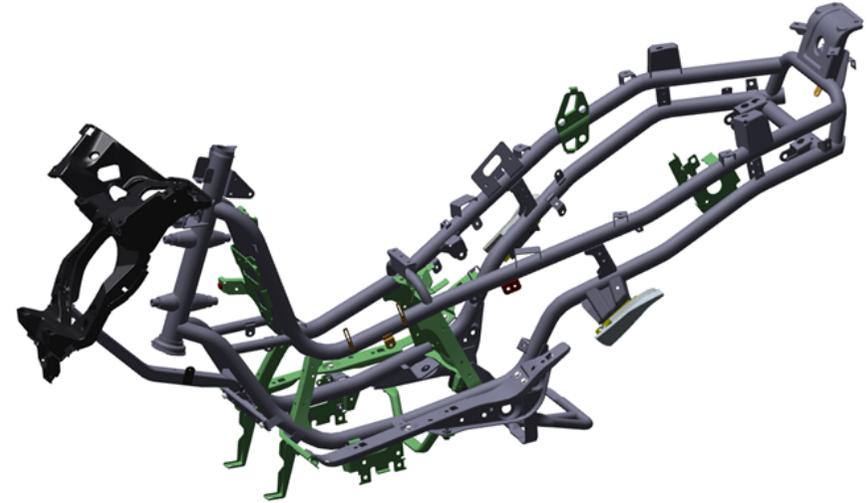
THE PRODUCT TECHNOLOGY: COMFORT

CHASSIS

Over the exterior, a big work has been done on the chassis.

The vehicle is **lighter** than the previous, thanks to the big work in the front frame that supports the roll lock, ABS control unit and front part of the vehicle body. For example, the new front suspension arm is 1,1 kg less.

Improved driving pleasure and also **ergonomics**: footboard lowered (- 20 mm) and modified handlebar angle.



THE PRODUCT TECHNOLOGY: COMFORT

REVERSE GEAR & REAR CAMERA

The 530 Exclusive is equipped with reverse gear, another world first for a three-wheel scooter.

A function to make easier and less physical parking even in narrow garages or in situations where there is limited room to maneuver, likely in the city.

Reverse gear is activated via a dedicated control on the dashboard, with the engine on and the vehicle at a standstill.

When reverse gear is selected a rear-view camera, installed in the rear of the vehicle, shows the images of which is in the back of the driver in the TFT screen. Another **exclusive product feature** to improve comfort and safety.



THE PRODUCT SAFETY

The New MP3 updates its technical equipment to set performance, comfort and SAFETY to a level never seen before.

At the very first debut on a scooter the ARAS, Advanced Rider Assistance System: MP3 530 Exclusive is equipped with a radar, developed by Piaggio Fast Forward, which implements BLIS (blind spot information system) and lane change assist functions.

The rear radar combines the two functions for realizing a full LCDAS (lane change decision assist system) able to warn the rider in all conditions detecting as well fast approaching vehicles from long distance (up to 30m).



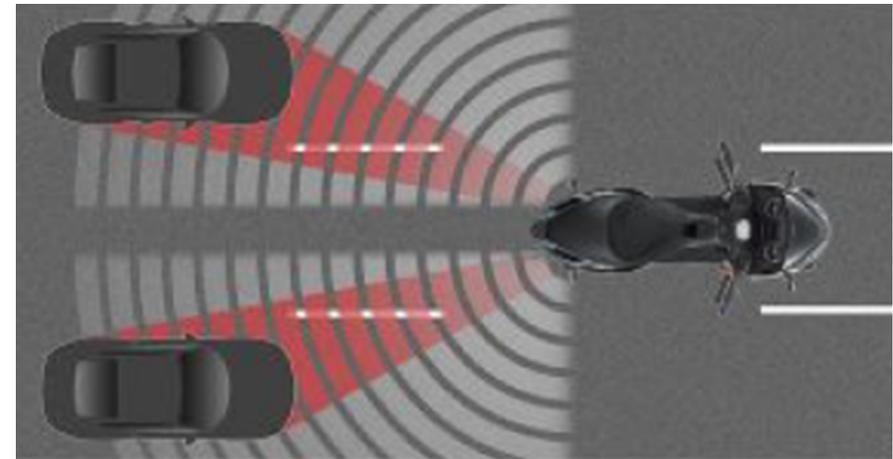
THE PRODUCT SAFETY

BLIND SPOT INFORMATION SYSTEM

BLIS warns of the presence of other vehicles moving in your same direction, driving on multiple lane roads, located in your “blind spot.”

The radar (which can be deactivated) constantly monitors the rear space up to 25-30 m and detects target vehicles on the sides or behind it.

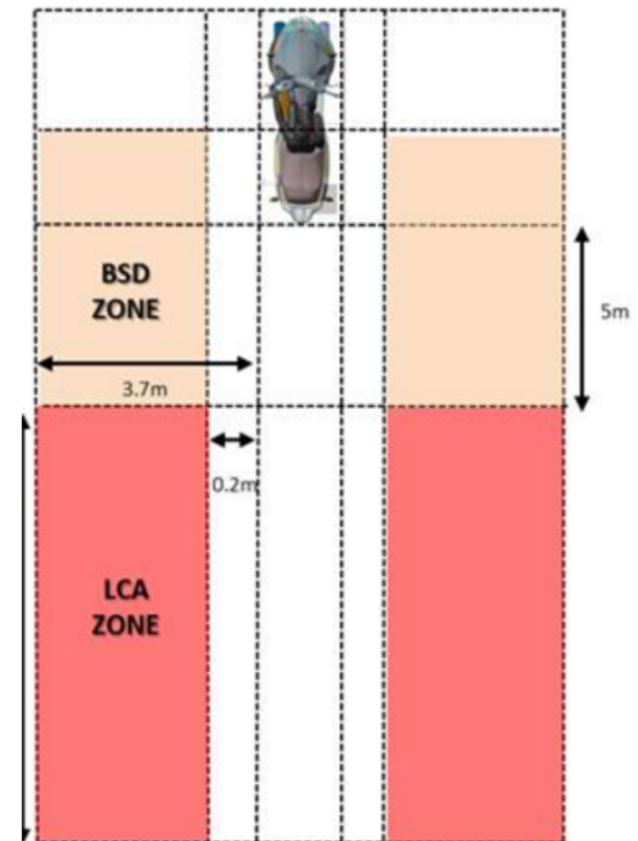
The presence of vehicles to the side, in the blind spot of the rear-view mirrors, is indicated by a triangular side strip illuminated on the TFT screen, on the side of the warning, which may flash if, with the direction indicators switched on, the system assesses it to be a potential impact situation.



THE PRODUCT SAFETY

LANE CHANGE ASSIST LCA

The radar, by constantly monitoring the rear area, as well as vehicles in the blind spot area of the rear-view mirrors, is able to detect vehicles that are rapidly approaching within the LCA zone. As BLIS function, the danger situation is highlighted by the fixed illumination on the TFT screen of a triangular side strip.



THE PRODUCT ATTENTION TO DETAILS

The design and the original stylistic choices result in an elegant and dynamic scooter that never goes unnoticed and continues to be unique in every detail.



New split-level saddle to ensure maximum comfort for rider and passenger.



Practical storage box with USB port inside.



Illuminated underseat compartment that can accommodate two helmets.



New hand brake, new position more practical and ergonomic.

THE PRODUCT PERFORMANCE: BRAKING SYSTEM



THE PEDAL-CONTROLLED BRAKE MASTER CYLINDER is now supported by a light alloy structure instead of a welded structure with dimensional and lightness advantages.



THE BRAKING SYSTEM Integral breaking system with new By-Bre pumps. The technical layout, with 3 discs and combined braking system (actuated by pedal control), is confirmed, also with ABS & ASR.

THE PRODUCT PERFORMANCE

The New MP3 updates its technical equipment to set the best performance ever to ensure greater driving experience.

NEW FAMILY OF EURO 5 ENGINES

The already known 400cc and the new 530cc High Performance Engines allow for greater performance and efficiency.

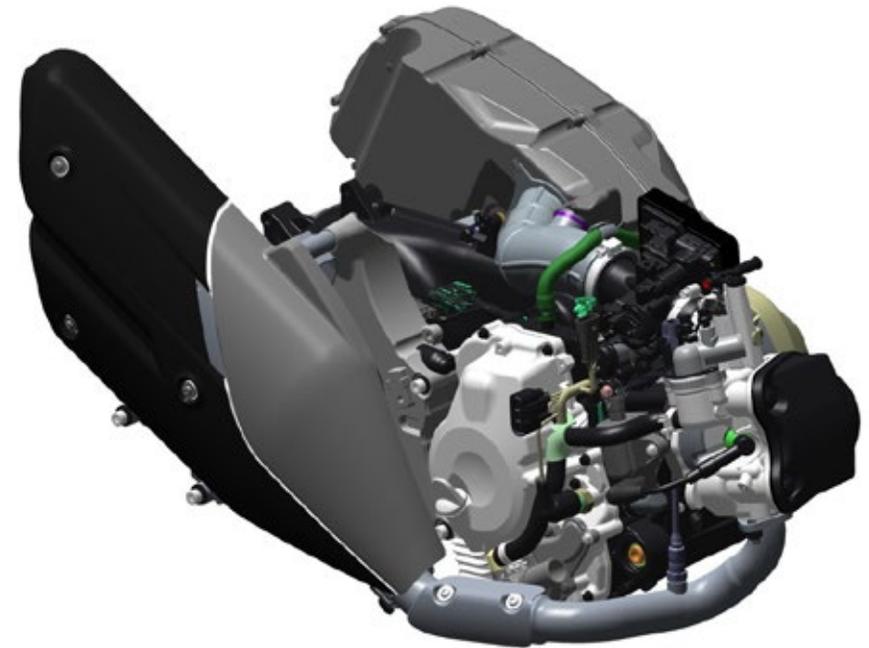


THE PRODUCT PERFORMANCE: 400 HPE ENGINE

The recent and well-known 400cc hpe (High Performance Engine) is one of the best engine in the market: power, torque and performance overall have received enthusiastic feedback from specialized journalists and customers.

Mentioning again its strength points:

- Thermodynamics area
- Connecting rod, lengthened to reduce alternating forces
- The piston, optimized on weight for reduction of alternating masses
- The air filter with the optimized intake line
- The E5 muffler with double tailpipe
- The multi-jet injector



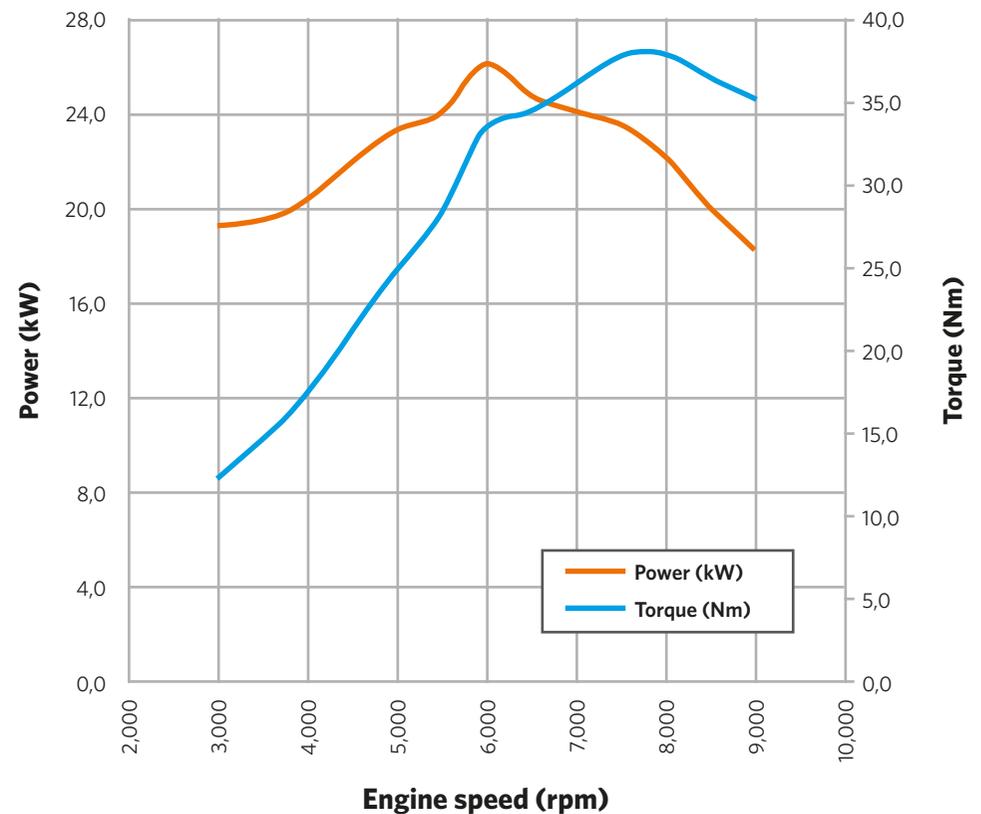
THE PRODUCT PERFORMANCE: 400 HPE ENGINE

The 400 hpe engine is equipped with the new engine ECU. Specific to new MP3 is also the muffler support bracket, the filter case and muffler.

Max power is 26.0 kW (35.4 hp) at 7.500 rpm, max torque 37.7 Nm (3.8 kgm) at 5.500 rpm (crankshaft values).

The new ECU manages two different ASR calibrations, which define two different riding modes (NORMAL and SPORT).

Power and Torque at crankshaft



THE PRODUCT PERFORMANCE: 530 HPE ENGINE

THE NEW 530CC HPE (HIGH PERFORMANCE ENGINE) MEETS THE REQUESTS FROM OUR REALLY DEMANDING CUSTOMERS, A CONCENTRATION OF FINE-TUNED TECHNOLOGIES TO OFFER THE BEST RIDING EXPERIENCE WITH THE MOST POWERFUL SINGLE CYLINDER ENGINE IN 3W MARKET.

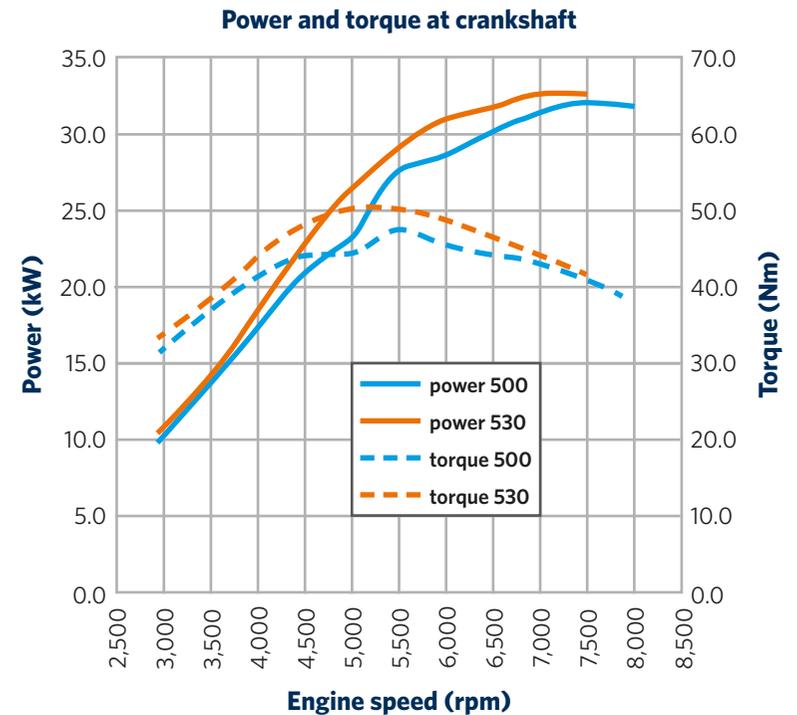
- New thermodynamics with increased displacement
- New lighter forged piston to reduce inertia forces and engine vibrations
- New cylinder head with bigger valves and optimized combustion chamber
- New aluminum cylinder with surface treatment to reduce engine internal frictions
- New camshaft with optimized valve lift laws for better engine performance
- New air filter and optimized intake line
- New E5 muffler with double exhaust pipe terminals



THE PRODUCT PERFORMANCE: 530 HPE FOCUS

ENGINE MAIN FEATURES

- Max power 32.5 kW (44.1 hp) @ 7.250 rpm, max torque 50.0 Nm (5.1 kgm) @ 5.250 rpm
- Ride by wire throttle
- Cruise control
- 3 riding modes (sport, comfort, eco) acting on ASR calibration and injection/ignition map
- Traction control
- Reverse gear with camera

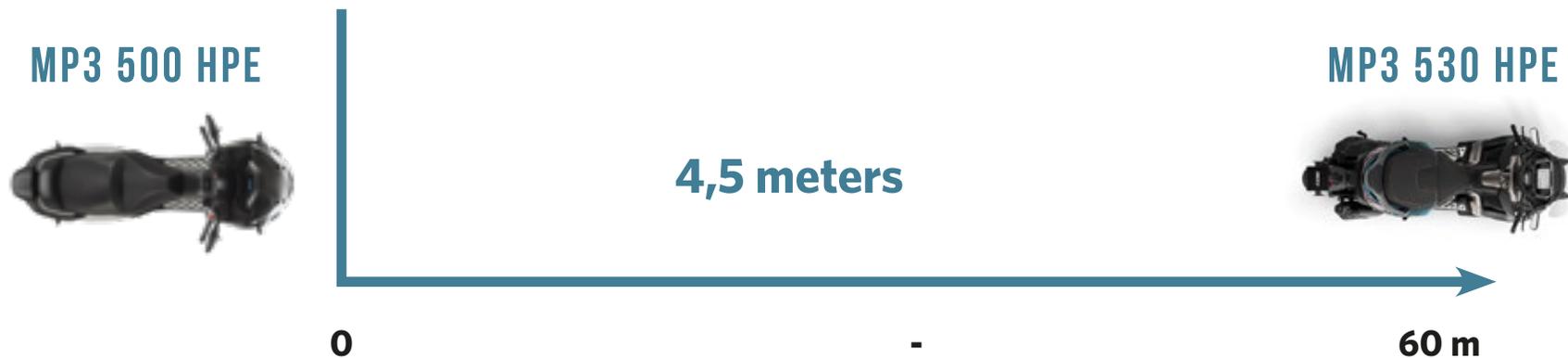


THE PRODUCT PERFORMANCE: 530 HPE FOCUS

ENGINE IMPROVEMENT

- Maximum power and maximum torque enhanced at lower maximum engine peak (-500 rpm)
- On extra-urban speeds (>80 km/h) the new 530 hpe has an advantage, in fuel consumption, over 500 hpe, up to 10%
- Top speed: ~ 145 km/h
- Better acceleration

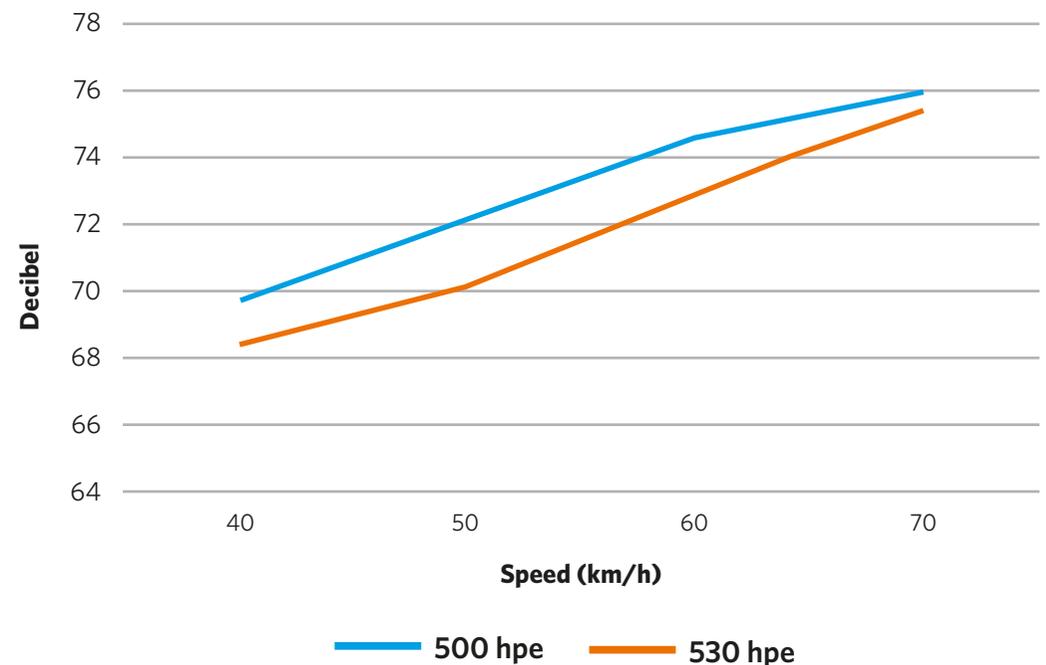
Better acceleration: meters gained in the 0-60m pick up



THE PRODUCT PERFORMANCE: 530 HPE FOCUS

ENGINE IMPROVEMENT

- Reduction in noise and vibration, up to 2 dB less in urban usage at 50 km/h
- Regard to NVH, at urban speeds or slightly above, the downspeeding generated by the increase in displacement gave an another real benefit



THE PRODUCT PERFORMANCE: 530 HPE ENGINE

THE NEW 530

		MP3 500 EU5	NEW MP3 530 EU5	DELTA
Max Power		32 kW 7.750 rpm	32,5 kW 7.250rpm	+ 0,5 kW -500 rpm
Max Torque		47,5 Nm 5.750 rpm	50 Nm 5.250 rpm	+ 2,5 Nm -500 rpm
Max speed		145 Km/h	145 Km/h	-
Pick up 0-30m Pick up 0-60m		3,9 sec 5,6 sec	3,6 sec 5,2 sec	-0,3 sec -0,4 sec
Fuel consumption @ 90 Km/h Fuel consumption @ 100 Km/h	Km/l Km/l	27,86 24,60	29,88 25,79	2,02 1,19
Noise @ 50 km/h Noise @ 60 km/h	dB(A) dB(A)	72,1 74,4	70,2 72,9	1,9 1,5

TECHNICAL SPECIFICATIONS

	MP3 400 HPE	MP3 530 HPE
Engine	Single cylinder 4 stroke - hpe	Single cylinder 4 stroke - hpe
Displacement	399 cc	530 cc
Bore x Stroke	84 mm x 72 mm	97.5 mm x 71 mm
Max Output	26 kW (35,3 hp) @ 7,500 rpm	32.5 kW (44,1 hp) @ 7,250 rpm
Max Torque	37.7 Nm @ 5,750 rpm	50.0 Nm @ 5,250 rpm
Valve gear	Single overhead camshaft (SOHC), 4 valves	Single overhead camshaft (SOHC), 4 valves
Fuel Supply	Electronic fuel injection	Electronic fuel injection
Cooling System	Liquid	Liquid
Front Suspension	Parallelogram suspension system	Parallelogram suspension system
Rear Suspension	Helical springs and shock absorbers	Helical springs and shock absorbers
Braking System	ABS - CBS & ASR	ABS - CBS & ASR
Front Brake	Double disc Ø 258 mm	Double disc Ø 258 mm
Rear Brake	Disc Ø 240 mm	Disc Ø 240 mm
Wheel	Front 110/70-13" (x2), Rear 140/70-14"	Front 110/70-13" (x2), Rear 140/70-14"
Length / Width / Wheelbase	2,160 mm / 815 mm / 1,580 mm	2,160mm / 815 mm / 1,550 mm
Seat Height	790 mm	790 mm
Fuel tank	13.7 litres	13,7 litres
Fuel consumption declared	3.8 litres per 100 km	4,0 litres per 100 km
CO ₂ declared	89 g/km	93 g/km
Weight in running order	260 kg	280 kg
Homologation	Euro 5	Euro 5

WHY BUY THE NEW MP3?



THE ORIGINAL

The world's first three-wheels scooter, completely renewed to reinforce its leadership to new strong levels.



DESIGN

The powerful silhouette recalls soft lines and, at the same time, dynamic image.



TOP CLASS COMFORT

Achieving unprecedented standards of excellence in terms of comfort, feeling and driving pleasure.



TOP CLASS EQUIPMENT

The best of technology to be experienced every: 7" TFT display, cruise control, reverse gear with rear view camera.



TOP CLASS SAFETY

New unique safety level: radar onboard with blind spot information system.



TOP CLASS PERFORMANCE

New top in class engine range: 400 cc and 530 cc to ensure the best possible driving experience.

COMPETITIVE SCENARIO

COMPETITIVE SCENARIO



Since the launch in 2006 up to 2013, Piaggio MP3 had no real competitors, but recently renewed Peugeot Metropolis, and newcomers as Yamaha Tricity 300, have changed market scenario, much more oriented to brand image, and technology

RAISE UP THE COMPETITION



Yamaha Tricity 300



Peugeot Metropolis 400

NEW PIAGGIO MP3 MAXI



Totally renewed design



PEUGEOT METROPOLIS 400



Refreshed in 2020



Style refreshed to remark Peugeot automobiles family feeling (the three scratches shape lights as P 308 and P 208).

YAMAHA TRICITY 300



Totally new in 2020



DNA Yamaha, sporty and dynamic design, the 3 wheels version of the urban sporty mobility by Yamaha.

NEW PIAGGIO MP3 MAXI



- Full TFT color 7"
- Keyless system
- Connectivity (navi available)
- Manual park brake
- Radar on board
- Reverse gear + r/ camera

PEUGEOT METROPOLIS 400



- TFT color 5" and analogic
- Keyless system
- Connectivity (navi available)
- Electric parking brake

YAMAHA TRICITY 300



- LCD instrument panel
- Keyless system
- Basic connectivity
- Manual park brake

COMPETITIVE SCENARIO PERFORMANCE



NEW PIAGGIO MP3 MAXI



400 hpe

Max output: 26,0 kW (35,3 HP)

@ 7.500 rpm

Max torque: 37,7 Nm @ 5.750 rpm

Fuel consumption: 26,3 km/l

Max speed: 135 km/h

530 hpe

Max output: 32,5 kW (44,1 HP)

@ 7.250 rpm

Max torque: 50,0 Nm @ 5.250 rpm

Fuel consumption: 25,0 km/l

Max speed: 145 km/h

PEUGEOT METROPOLIS 400



400cc

Max output: 26,2 kW (35,6 HP)

@ 7.250 rpm

Max torque: 38,1 Nm @ 5.750 rpm

Fuel consumption: 25,6 km/l

Max speed: 135 km/h

YAMAHA TRICITY 300



300cc

Max output: 20,6 kW (28 HP) @ 7.250 rpm

Max torque: 29,0 Nm @ 5.750 rpm

Fuel consumption: 30,3 km/l

Max speed: n.a.

THE
RANGE

THE NEW MP3 WILL HAVE DIFFERENT SOUL TO DIFFERENT CUSTOMER CHOICES:
ALWAYS EXPRESSION OF TECHNOLOGY AND SOLIDITY, BUT ALSO CLASSIC, SPORTY
AND VERY EXCLUSIVE VISION.



NEW MP3 400 HPE



NEW MP3 400 HPE SPORT



NEW MP3 530 HPE EXCLUSIVE

A UNIQUE RANGE



The new MP3 will have different soul to different customer choices: expression of technology and solidity, but also sporty and very exclusive.

NEW MP3 400 HPE

- Engine 400 hpe EU5
- New design
- Full LED lights
- Integrated LED blinkers
- New TFT 7" instrument panel
- Keyless system
- New manual parking brake
- New multifunctional switches

COLOR RANGE



Nero Cosmo
(metallic black)



Grigio Cloud
(metallic warm grey)

Classic black saddle, springs in copper color,
interior in warm grey matt

A UNIQUE RANGE



The new MP3 will have different soul to different customer choices: expression of technology and solidity, but also sporty and very exclusive.

NEW MP3 400 HPE SPORT

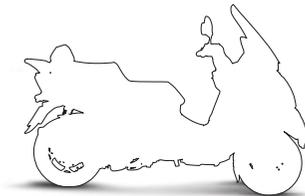
MP3 400 hpe equipment +

- Dedicated sporty trim & colors
- Piaggio MIA connectivity system (connectivity features: phone management, messages management, music management, gps navigation).

COLOR RANGE



Nero Meteora
(metallic matt black)



Bianco Luna
(pastel white)



Arancio Sunset Matt
(matt orange)



Grigio Titanio
(metallic matt grey)

Black saddle in red stitches, springs and rims
decals in red color, interior in grey matt

A UNIQUE RANGE



The new MP3 will have different soul to different customer choices: expression of technology and solidity, but also sporty and very exclusive.

NEW MP3 530 HPE EXCLUSIVE

MP3 400 hpe Sport equipment +

- Engine 530 hpe EU5
- Cruise control
- Reverse gear
- Rear view camera
- Radar (blis system and LCA system)
- Dedicated trim & colors

COLOR RANGE



Blu Oxygen Matt
(matt blu)



Grigio Titanio
(metallic matt grey)



Nero Meteora
(metallic matt black)



Grigio Cloud Matt
(metallic matt warm grey)

Black saddle in copper stitches, carter detail and rims decals in copper color, interior in warm grey matt

ACCESSORIES
RANGE

A COMPLETE ACCESSORIES RANGE



**All the accessories are designed tested and approved by Piaggio R&D Center.
Buying the genuine accessories does not void the warranty of the vehicle.**

A COMPLETE ACCESSORIES RANGE



**WIND
PROTECTION**



1B010231

Windscreen Comfort+

Windshield of larger dimensions to offer complete and perfect protection from the wind. Installation kit and rods included in the kit. Made with high quality shock-resistant polycarbonate. Total linear length more than 1200 mm, 80 % higher than the original equipped one. Tested and approved by Piaggio R&D Center. CE homologated for European market.



1B010233

Sport Flyscreen Black

Kit flyscreen in high quality shock-resistant polycarbonate, in sporty black color. Tested and approved by Piaggio R&D Center. CE homologated for European market. Installation kit and rods included in the kit.





LOADING



1B009551

Keyless Top Box 52lt

The most innovative generation of Piaggio top box using RFID remote control. Components are waterproof up to standard IP67. Internal top box battery: Top box plate receive electrical power from vehicle and provides wireless power transfer to function top box

Capacity 52Lt, capable of housing one full face/modular or two full jet helmets. Kit mounting support included. With retractable handle to facilitate handling out of the vehicle. Anti-scratch inner mat to avoid damages to personal belongings. Predisposition to install Painted Cover (matching vehicle's color) and Backrest (matching vehicle's saddle) - to be sold separately from Top Box. Embossed Top Box 52Lt with specific mounting plate; This code does not include Backrest or Painted Cover.

Opening mode:



- Button on Top Box (Once activated the vehicle keyless)
- NFC tag (card) or NFC keyfob (Once activated the vehicle keyless)
- Standard Keys (for emergency open/close or removal of Top Box)



EU MARKETS ONLY



LOADING



1B010249

Standard Top Box 52lt

Quick release embossed top box Capacity 52Lt, capable of housing one full face/modular or two full jet helmets. Kit mounting support included. With retractable handle to facilitate handling out of the vehicle. Anti-scratch inner mat to avoid damages to personal belongings.

Predisposition to install Painted Cover (matching vehicle's color) and Backrest (matching vehicle's saddle) - to be sold separately from Top Box.



A COMPLETE ACCESSORIES RANGE



LOADING



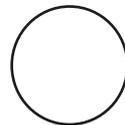
CM3 197*

Painted Cover Top Box 52lt

Cover painted in the same color as the vehicle that allows customization of the embossed top box. Backrest sold separately.



M: matt color



CM3 19708
Bianco Luna



CM3 19710
Arancio Sunset



CM3 19713
Nero Cosmo



CM3 19702
Grigio Cloud



CM3 19711
Blu OxiGen



CM3 19709
Grigio Titanio



CM3 19707
Nero Meteora



CM3 19712
Grigio Cloud Matt

CM324703 HPE

CM324704 Sport

CM324705 Exclusive

Backrest Top Box 52lt

Backrest made with same color, material and stitching with saddle. A delicate touch that complete the look and functionality of the top box. Sold separately from top box.



A COMPLETE ACCESSORIES RANGE



LOADING

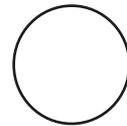
CM2775*

Painted Top Box 37lt

Painted 37-liter top box, capable of holding a full-face helmet with visor. Color and design match the vehicle. Designed, tested and guaranteed by Piaggio (does not invalidate the warranty). Backrest included, made in the same color and material as the saddle.



M: matt color



CM277544
Bianco Luna



CM277546
Arancio Sunset



CM277541
Nero Cosmo



CM277549
Blu Orogen



CM277545 (MP3 SPORT)
CM277548 (MP3 EXCLUSIVE)
Grigio Titanio



CM277543 (MP3 SPORT)
CM277547 (MP3 EXCLUSIVE)
Nero Meteora



CM277542
Grigio Cloud



CM277550
Grigio Cloud Matt

1B010284

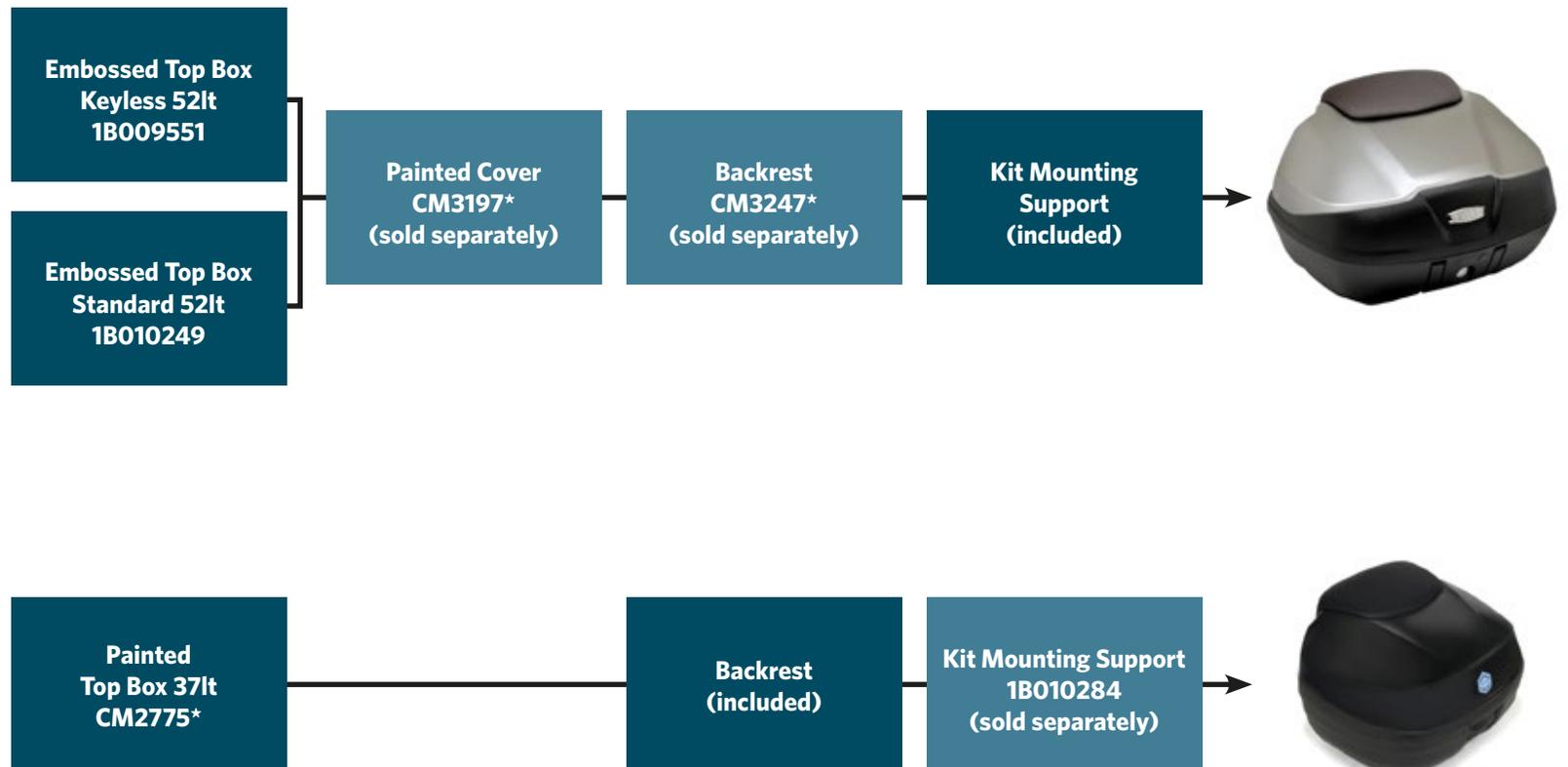
Kit Support Top Box 37lt

Vehicle-specific installation kit which guarantees precise and safe fitting. Sold separately from Top Box.

A COMPLETE ACCESSORIES RANGE



Piaggio MP3 Top Box Collection





LOADING

607080M

Top Box Inner Bag 37lt

NEW COMING SOON

607836M

Top Box Inner Bag 52lt

Polyester bag that perfectly fit the shape of the original Piaggio top box. External zip pocket for storing small items, handle and shoulder strap. Available in 2 size: 37lt and 52lt.



A COMPLETE ACCESSORIES RANGE



COMFORT

1D004429

Heating Accessories Control Unit

1D004361

Kit Mounting Heating Accessories

This management system allows the simultaneous connection of all the heating accessories (Leg cover, Heated saddle, Heated grips). All the functionalities of the accessories (including heat intensity adjustment) will be managed directly from the vehicle dashboard using the relative controls, thanks to the Piaggio MIA system. The quick shutdown feature allows the pilot to deactivate the system in seconds. All three accessories for heating can be installed at the same time, in pairs or individually.

All heating accessories require the Piaggio MIA device (code 607687M - sold separately) to function correctly.

COMING SOON



1C007087

(MP3 530 HPE)

1C007082

(MP3 400 HPE)

Heating Handgrips

Increases driving comfort during the cold season. The temperature can be set on four different levels. In order to install this kit, the vehicle must be equipped with the Heated Accessory Unit.

COMING SOON





COMFORT

607838M

Heating Leg Cover

New concept of “hi-end” leg cover to improve driving comfort in all seasons: designed on the shape of the vehicle, water resistant, modular and easily convertible according to the climatic conditions. TPU finish, innovative anti-ripple system, system with stabilizing inserts, anti-theft, heating system housing and reflective graphics and logo. Possibility of inserting the heating module 2S000124 (sold separately) to face the coldest season in maximum comfort.

NA

Leg Cover Heating Insert



1B010674

Saddle Heating Comfort+

The Comfort + saddle maximizes riding comfort thanks to the use of innovative three-dimensional spring technology and the optimization of seating volumes. The design with contrasting inserts and the specific logo make this accessory even more exclusive. The Comfort + seat is equipped with an integrated heating module in the driver’s area. Adjustable on three levels of intensity. The fast-heating system that allows you to bring the item to the desired temperature in less than 180 seconds.

COMING SOON

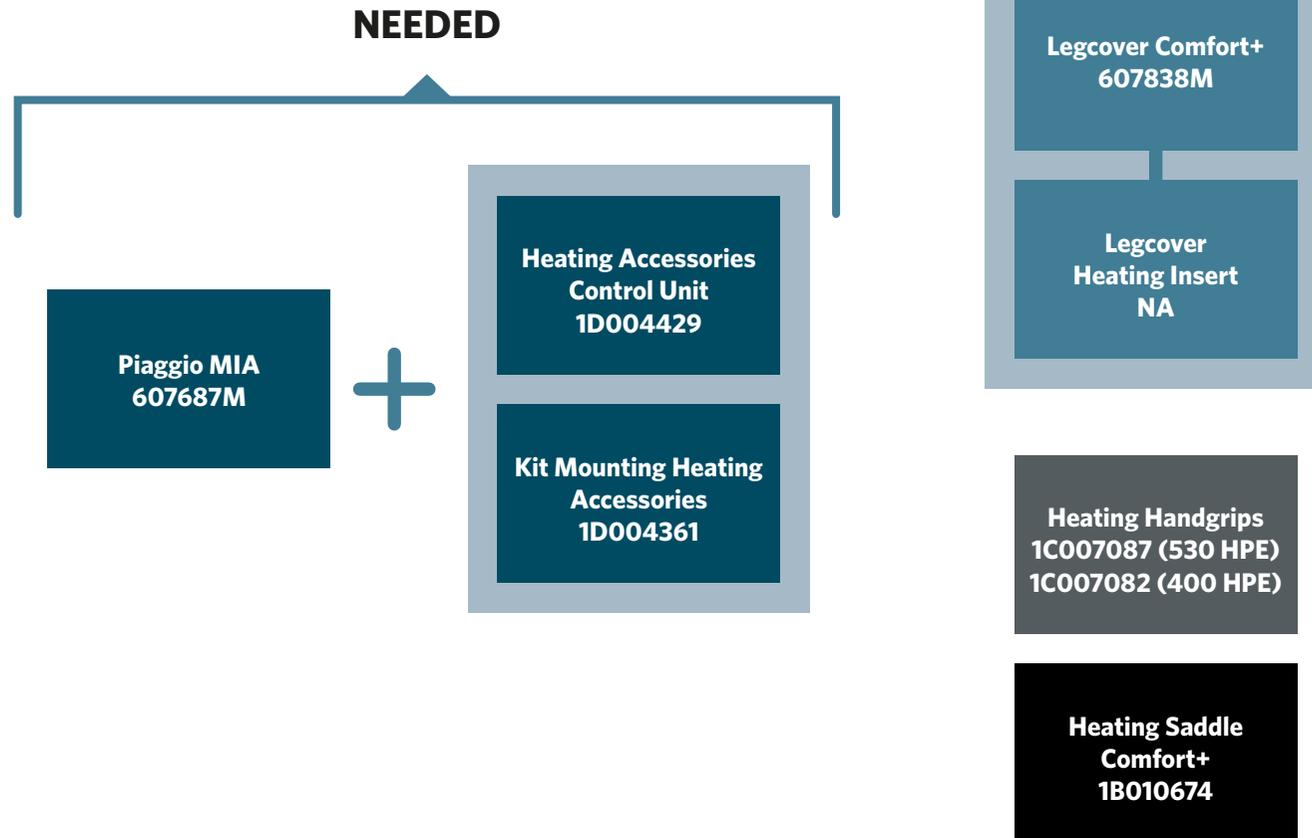


A COMPLETE ACCESSORIES RANGE



COMFORT

Piaggio MP3 Heating Accessories





SAFETY & PARKING

607837M

Outdoor Vehicle Cover

Outdoor vehicle protection cover, complete with openings designed to accommodate any additional accessories mounted on the vehicle. Black color, with reflective strips, transparent window for the number plate and PVC coated chain ring Piaggio logo.



1B009338

Saddle Handlebar Antitheft

Extremely simple and easy to use mechanical anti-theft system which anchors the handlebar to the vehicle with a fastener system fixed to the body. Practical, clean, fast, safe, comfortable.

COMING SOON





SAFETY & PARKING

1D002554 (EMEA)

Electronic Antitheft Device

New generation self-powered electronic anti-theft device, with improved sensibility and security operations. Multi-function remote control. Reduced energy consumption. CE homologated
Kit installation is necessary and sold separately.

1D001770 (USA)

1D004370

Kit Installation Electronic Antitheft

Sold separately.



A COMPLETE ACCESSORIES RANGE



PERFORMANCE



1A022606
(MP3 530 HPE)

1A022605
(MP3 400 HPE)

Exhaust Slip On

Sporty and high-tech design exhaust made specifically for New MP3. Made of carbon and stainless steel, this sports exhaust is lighter than the original one. Product, tested and approved by the Piaggio Group R&D center, dedicated MP3 mapping, fully homologated for the European market Euro 5 emission standard.

Buying this genuine accessory does not void the warranty of the vehicle.



A COMPLETE ACCESSORIES RANGE



PERFORMANCE

1B010813

COMING SOON

Bitubo Rear Shock Absorbers

Pair of shock absorbers Developed jointly by BITUBO and PIAGGIO and tested by PIAGGIO for maximum performance on the vehicle.

Main features:

- Improved comfort and vehicle response in all driving and road conditions.
- Possibility of micrometric adjustment of the variable pitch spring without tools.
- Possibility of adjusting the hydraulic compression by means of a click knob (does not require specific tools).
- Separate oil / gas tank for better cooling in intense use.
- Anti-vibration spring guide.



1B010723

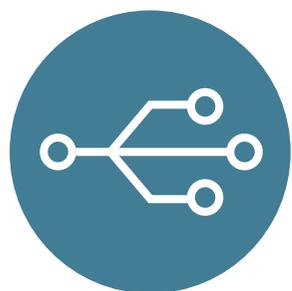
COMING SOON

Kit Sport Footrests

Non-slip aluminum footrests made of high-grade aluminum, give the vehicle a sporty and captivating look.



A COMPLETE ACCESSORIES RANGE



TECH & CONNECTIVITY

607687M

Piaggio MIA

Piaggio MIA is the latest generation of Piaggio Multimedia Platform (PMP v3.0). It allows you to easily connect to the Smartphone (iOS and Android) to the scooter, transforming it into a real multimedia platform. The App also allows users to manage all information relating to the vehicle and information useful for the trip. Installation Kit 1D004358 sold separately.

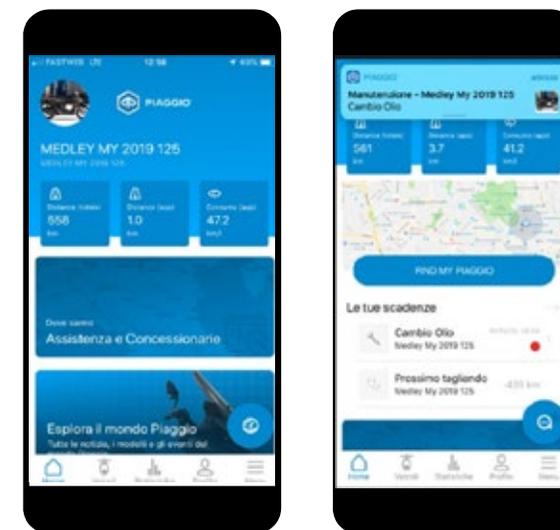
Piaggio MIA functions include: mobile phone interface, phone and media management, vehicle management, live monitoring.

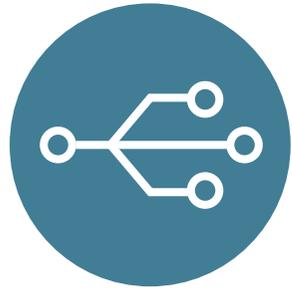
Piaggio MIA must be installed together with the Heating Control Module and Heating Assembly Kit to enable the functionality of the Heating Accessories (Heating Saddle, heating Handgrips, Heating Leg Cover).

1D004358

Kit Installation Piaggio MIA

Sold separately.





TECH & CONNECTIVITY

607001M06

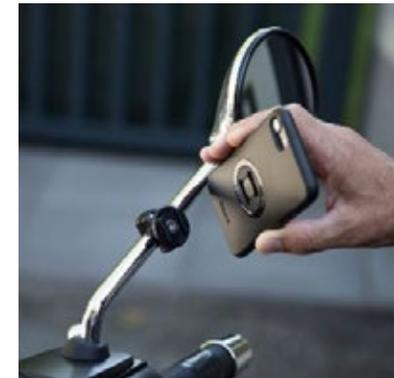
Universal Smartphone Support

Smart locking system, using Patented SP connect support and smartphone cover, allow a safe and stable position of your smartphone on the cockpit of your scooter or your motorcycle. The shock-absorbing compound of the smartphone cover ensure safety to your device against scratches and falls.

Universal Kit does not include Smartphone cover and WP cover but includes a universal interface with 3M bi-adhesive surface that can be used on the back of a standard Smartphone cover and support the fixing on the bracket

Suitable for the main Smartphones currently on the market. With a simple 90 ° rotation, the cover is fixed in a stable and secure way onto the support, ensuring a comfortable and safe positioning of the phone, and easy access to information on the screen.

***Universal Kit does not include Smartphone cover and WP cover but includes a universal interface with 3M bi-adhesive surface that can be used on the back of a standard Smartphone cover and support the fixing on the bracket.*



CARE
SERVICES

X-CARE +

New MP3 has updated its range of services, offering competitive and complete solutions.

In addition to a 12-24 month warranty extension, the client can choose between three different scheduled maintenance plans:

X-Care+Maintenance: 24 months/10,000 km and 2 maintenance operations

X-Care+ Maintenance: 36 months/20,000 km and 3 maintenance operations

X-Care+ Maintenance: 48 months/30.000 km and 4 maintenance operations

The more demanding client can combine the aforementioned services and the optional «X-Care+ Caring Pack» with:

- 1 Standard maintenance or «X-Care+ Maintenance» depending on client needs.
- 2 12 or 24 month warranty extension «X-Care+ Extended Warranty» as proposed by the Piaggio Group, depending on client needs.

X-CARE +

M A I N T E N A N C E

IN PARTICULAR:

1

By purchasing one of the aforementioned X-Care+ Maintenance plans, the client can choose the periodic maintenance schedule according to their needs, as per the specifications defined in the use and maintenance manual.

- Packages can be purchased during the first 1000 km of vehicle use or the first 6 months following vehicle registration.
- The client has the right to make use of the following services that may become necessary over time, or based on vehicle mileage. Only original Piaggio spare parts will be used:
 - Engine oil replacement
 - A subsidised, fixed price that will not increase over time
 - Oil filter replacement
 - Air filter replacement (when necessary)
 - Spark plug replacement
 - Drive belt and roller replacement (when necessary)
 - Periodic checks as outlined in the use and maintenance manual

X-CARE + EXTENDED WARRANTY

2

Warranty extension plan X-Care+ Extended Warranty completes the range of dedicated services, increasing customer peace of mind when it comes to vehicle management.

The legal warranty period can be extended by 1 or 2 years, including specific Road Assistance services.

- Coverage of repair costs for faults due to manufacturing or assembly defects on parts
- Replacement of damaged components with original spare parts, processing included
- Roadside assistance that, in addition to towing and problem solving, also ensures non-stop mobility
- Specialised, certified Piaggio Group Service assistance
- Retention of the retail value of the used vehicle in case of sale
- Coverage across Europe



Piaggio Financial Service is there to help with its innovative financial solutions, which can be customised to suit client needs, whether this be a smaller deposit or a longer financing period, in order to propose the best solution for each client and fully satisfy their needs. All in manageable monthly payments and inclusive of any additional services, such as the «caring pack». For more information, visit the services page of the Piaggio website (available only in the main European countries under non-exclusive licenses with the players who steer the market and offer loans).

