



Military & First Responder customers who purchase any 2024 and prior model year are eligible to receive an incentive of \$500, applied to the purchase price of the vehicle.

**Who Qualifies:**

This promotion only applies to ACTIVE and RETIRED US federal, state, or local officers/agents, sheriffs, highway/border patrols, firefighters, and EMS personnel ONLY\*

- Must have a valid first responder/government ID submitted to PGA
- Active and RETIRED Military members (including active reservists) of the US Armed Forces and any other branch of military.
- Must be able to provide a copy of current payroll record to dealer (SSN must be redacted) OR a copy of their active military ID.

**Disclaimer Info:** Piaggio Group Americas is pleased to offer the Military & First Responders Promotion valid through 5/1/2024 through 5/31/2024 to all ACTIVE and RETIRED, Armed Forces, Army, Navy, Marine, Air Force, Coast Guard, National Guard and Reserves as well as Fire, Police & EMS with a valid ID. This promotion ONLY applies to active and retired military and first responders.

Military & First Responders who purchase any 2024 or prior Moto Guzzi vehicle are eligible to receive an incentive of \$500, applied to the MSRP of the new vehicle. \*Eligible Product must be new and unused, for which no retail sales/product registration has been previously submitted to or processed.

**Claim Process:** Dealer will have to email [Marketing@us.Piaggio.com](mailto:Marketing@us.Piaggio.com) a picture of the eligible ID card or pay stub and write the complete VIN of the bike in the subject line together with your dealer code to claim this incentive.

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