



Military & First Responder customers who purchase any 2023 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 6/01/2023 through 6/30/2023 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 will no longer include, teachers, doctors, nurses or any retired police, fire, or military. This promotion ONLY applies to active and retired military and first responders.

Military & First Responders who purchase any 2023 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 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. *Eligible Product must be new and unused, for which no retail sales/product registration has been previously submitted to or processed.