



Military & First Responders

Military & First Responder customers who purchase any 2024 & Prior model year are eligible to receive an incentive of \$250, 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 9/1/2023 through 10/31/2023 to all ACTIVE and RETIRED, US 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. This promotion ONLY applies to active and retired military and first responders.

Military & First Responders who purchase any 2024 & Prior model year Vespa vehicles are eligible to receive an incentive of \$250, 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.