

GUIDELINES

FOR USE OF THE PIAGGIO BRANDS

BY THE VESPA WORLD CLUB

These brand use guidelines (the "Guidelines") set out the rules for using Piaggio Brands (as identified on the following page) by the Vespa World Club

The “VESPA” brand, both as a word and as a logo, in all its forms, as well as the “VESPA Image”, are the exclusive property of Piaggio & C. S.p.A. and have been since 1946, throughout the world and in numerous merchandise categories.

Piaggio therefore requests your collaboration in observing these guidelines and ensuring they are observed by others, in order to protect the value of the Piaggio Brands and help create the essential characteristics to be part of the “VESPA WORLD CLUB”.

Below you will find the guidelines for:

1. Piaggio Brands
2. Usage Rules
3. Prohibited Uses
4. Permitted Uses

PIAGGIO BRANDS

- “VESPA WORLD CLUB” logo  and

- “VESPA CLUB” logo  and

- The “VESPA IMAGE”, reproduced in any way, shape or form (see below for limited examples):



For the purposes of this document, these shall collectively be defined as the “**Piaggio Brands**”.

No other brand, logo or image belonging to Piaggio may be used in any way, shape or form without prior written authorisation of Piaggio.

USAGE RULES

1. Use only approved graphical elements.

- The Piaggio Brands may only be reproduced using the graphical elements provided by Piaggio. Do not alter the image by changing its appearance or by distorting it in any way, for instance by adding colours and/or other graphical elements. It is *only* permitted to add graphical elements and/or words inside the



“VESPA CLUB” logo to distinguish your own “VESPA CLUB”.

- The logo must always be sharp, clear and correctly reproduced.

2. Leave a suitable border around the Piaggio Brands.

- Always leave a minimum free space around the Piaggio Brands.
- Do not allow any graphical or text element, diagrams or other item to encroach on this border.

3. Maintain Legibility.

- Do not reproduce the logo in a manner which makes it illegible or confusing due to an excessive reduction in resolution.

4. Do not use the Piaggio Brands as decorative elements.

- Do not use the Piaggio Brands in a purely decorative manner for marketing purposes without the express written authorisation of Piaggio.

PROHIBITED USES

1. Do not use the Piaggio Brands in a manner not in keeping with taste and decency.

- It is forbidden to use the Piaggio Brands in relation to any context, content or material which could generally be perceived as defamatory, scandalous, pornographic or which otherwise runs contrary to good taste and/or common decency.

2. Do not use the Piaggio Brands as organisation, product, service or domain names.

- It is prohibited to use or register any Piaggio Brand in any jurisdiction, Italian or foreign, for instance:
 - The name (or part thereof) of any organisation/association, of any form, not belonging to the Vespa World Club
 - Product names
 - Services in such a manner that they could be confused as sponsorship, affiliation or support of Piaggio or one of its products or services or that they could devalue the Piaggio Brands.
- In the same manner, it is not permitted to register a domain name incorporating the Piaggio Brands in any jurisdiction, Italian or foreign.

3. Do not modify the appearance of, abbreviate or otherwise alter the Piaggio Brands.

- It is forbidden to alter the appearance of the Piaggio Brands by abbreviating them, incorporating them in acronyms, changing their spelling or using capital and lower case letters in a manner which does not conform to Piaggio instructions.

4. Do not use any PIAGGIO Brand without prior authorisation.

- It is forbidden to use any PIAGGIO Brand without a contract or written authorisation of Piaggio for such use, with the exception of the cases indicated in the “Permitted Uses” section of this document.

5. Do not use the Piaggio Brands in false or misleading advertising.

- Communications and advertising containing Piaggio Brands relating to “VESPA CLUBS” or services offered by these must not be false or misleading in any way; you must also ensure they do not violate any law, local regulation or other standards imposed by administrative bodies applicable in any relevant country.

6. Do not use the Piaggio Brands to discredit Piaggio.

- It is prohibited to use the Piaggio Brands to denigrate or discredit Piaggio, its products or services, or in any other manner which in Piaggio's judgement might diminish or otherwise damage its reputation.

PERMITTED USES

Vespa Clubs are permitted to use the Piaggio Brands for the following purposes:

1. To promote initiatives which co-ordinate social, tourist, sports and competitive activities.
2. To communicate and publicise trophies, rallies, competitions, contests, exhibitions, displays, congresses, conventions and other meetings.
3. In communications with associates.
4. To promote and communicate rules and initiatives for road safety and driver education.
5. To communicate historical studies and research into Vespa's connection with the territory in order to widen and spread knowledge of the conditions on which economic, scientific and cultural progress depends.
6. To implement any other activities related to the purposes outlined above.