

Client Profile

Piaggio Group

The Company

The Piaggio Group is a global player and European manufacturer of two-wheeled motor vehicles. The Group also holds an international leading role in the commercial vehicle market.

The Piaggio Group currently have a network of over 200 UK dealerships.

Main brands include - Piaggio, Vespa, Aprilia, Scarabeo, Moto Guzzi, Gilera, Derbi



Internal Signage



Dealership Exterior Signage

Project Requirements

Ongoing project requirements include

- Custom fabricated parabolic safety signage with integral uplighters. A key benefit to this system is the ability to swap individual panels if and when required.
- Custom made internally lit aluminium projection signs.
- Internal acrylic display signs.

It is essential that our image and brand are portrayed in the very best possible light, Bolton Sign have ensured we achieve this goal on every project.

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Backstory

Bolton Sign were first introduced to the Piaggio Group by their Franchisee Dealership Manager, with whom we had a previous long term relationship with.



As an Italian manufacturer, originally the signage had been produced locally, however this caused communication and logistical problems with the UK network.

Bolton Sign were tasked to enhance the existing Italian specification. Attention was paid particularly to the difference in climate.

Response times were key as were working to tight deadlines, by achieving results Bolton Sign established themselves as the main supplier of high quality signage to their network of UK dealerships.



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