



# NEW PIAGGIO GROUP PRESS AREA NOW ONLINE

It's important that those who visit a website immediately find what they're looking for.

The new press area for **Piaggio Group** is designed for easy access to our content.

The graphic sign, the use of icons, the horizontal layout for content (having the photos and videos attached to the press release all in one location) and the option of downloading all attachments with a single click are just some of the unique features.

## It's all on the homepage

We decided to gather all the brands of the Piaggio Group on a single homepage. The site can be navigated through the main menu, which is subdivided into major topics like individual BRANDS or CORPORATE, and news can be filtered by the type of media attached (videos  or photos ) using the icons to the right of the menu.

News items show up on the main page in chronological order.  
The #tags below the text can be selected to filter content by detail.

Icons to the right of each news item reveal the type and number of attachments present.

## View and download with a single click

By clicking on the news item photo on the homepage you can see a preview of all the photos or videos attached. Various modes can be selected using a menu that shows up in the top right hand corner of the player.

All of the media for a single news item can be downloaded with a single click ("download all" button) or one can click on the news title and see each individual item as well as a preview of the text.

Downloads are only permitted after you register on the site, which may be done at any moment through the website itself or by clicking [here](#) now.

## Social Networks & Newsletter

To the right of the homepage you can access our social networks, our mini-websites, or create an account.

It's worth noting that high-resolution photos and videos may be downloaded directly through our newsletter, without needing to log in and without these affecting the size of the email itself.

## Login and profiling

All news items may be freely browsed, only when downloading will you be asked to register.

If you have already registered with Lulop.com you can use the same login information. If you haven't registered you may access the registration panel by clicking on "register" up near the search box.

Please keep your profile up to date with the publications you work for, your personal information and the selection of topics that interest you, to help us provide you with information promptly.

*Through this new press area everything is within reach, but you can always find our contact information on the homepage for any necessity.*

**NB you may use your Lulop account for downloads; to adjust your profile log in with your account and click [here](#).**