



Norm Marshall and Vespa Ride Together~ Vespa Names NMA Entertainment & Marketing as Entertainment Agency ~

Norm Marshall, CEO and Chairman of NMA Entertainment & Marketing, proudly announced today the addition of the world-famous Vespa scooter to the NMA client roster.

LOS ANGELES, CA ([PRWEB](#)) March 11, 2004 - Norm Marshall, CEO and Chairman of NMA Entertainment & Marketing, proudly announced today the addition of the world-famous Vespa scooter to the NMA client roster.

"We are thrilled to partner with Vespa to enhance their presence in relevant entertainment properties," said Norm Marshall. "We are ready to go full-speed ahead representing Vespa's classic style and technology to the entertainment world."

"The U.S. scooter market has grown tremendously in the past several years," said Constantino Sambuy, President and CEO of Piaggio USA, Inc. "By retaining NMA as our entertainment advocate, we see a future that resonates with America's recognition that scooters are a stylish, yet economical mode of transportation."

As a flashpoint agency and strategic center of expertise in the area of entertainment industry relations, NMA Entertainment & Marketing provides representation, strategic council, and accesses their extensive industry relationships for client opportunities and negotiations.

NMA Entertainment & Marketing pairs corporate brands with the entertainment industry and offers a complete range of product integration, branded entertainment and marketing services. Some of the world's most prestigious companies are represented by NMA Entertainment & Marketing, including General Motors, Heineken, Baskin-Robbins, Dunkin' Donuts, Samsung, CHANEL, Crown Royal and Xbox.

Manufactured by Piaggio in Tuscany, Italy, the first Vespa was designed in 1946 by Enrico Piaggio as a solution to transportation following the destruction of World War II. Combining the best elements of aeronautics, automobiles and motorcycles, it instantly became an icon of design and economy. In 2000, after a 15-year hiatus, the fabled Italian scooter returned to the United States to entice new generations with its efficient, entertaining and still nostalgic nature.

Piaggio USA is an active member of the Motorcycle Safety Foundation (MSF) and encourages riders to always wear a helmet, appropriate eyewear and proper apparel. The company suggests that all scooter owners/operators attend a motorcycle/scooter rider-training course to learn how to safely and skillfully operate a Vespa and recommends the MSF RiderCourse(R) (800/446-9227) as the best introduction to riding. For additional information, or to locate a dealership or boutique in your area, visit the Web site at <http://www.vespausa.com/>.

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