



## VESPA COLOR DAYS

**ON APRIL 21 AND 22 IN PONTEDERA, THE PIAGGIO GROUP WILL BE CELEBRATING THE 50<sup>TH</sup> ANNIVERSARY OF THE VESPA PRIMAVERA WITH TWO DAYS OF PARTYING AND EVENTS**

**THE WEEKEND SEES THE OPENING OF THE NEW PIAGGIO MUSEUM, WHOSE EXTENDED EXHIBITION AREAS AND NEW COLLECTIONS MAKE IT ITALY'S LARGEST MOTORCYCLE AND MOBILITY MUSEUM**

**THE FACTORY THAT HAS BEEN PRODUCING THE VESPA SINCE 1946 OPENS ITS DOORS TO OFFER ENTHUSIASTS A UNIQUE EXPERIENCE**

**THE VESPA VILLAGE WILL ENLIVEN THE TOWN CENTRE WITH STREET FOOD, MUSIC FROM THE STREET CLERKS AND TEST RIDES ON THE NEW VESPA MODELS FOR 2018**

*Pontedera, April 12, 2018* – It will be springtime for Vespa on Saturday April 21 and Sunday April 22, thanks to “**Vespa Color Days**”, a weekend of festivities when the whole town of Pontedera will turn into a huge Vespa village, with a packed program of events celebrating the world’s most popular scooter.

Thousands of Vespa fans, families and enthusiasts are expected from all over Italy to immerse themselves in the Vespa universe, exactly 50 years after the launch of a model that would become a timeless classic, the Vespa Primavera. Small, agile, powered by a lively engine, since 1968 the Primavera has given wings to whole generations and become a legend, as well as one of the most stunning business successes in the history of the Vespa.

Fifty years on from the Primavera “revolution”, Vespa is celebrating its local community, one of its most iconic models and the passion that surrounds this extraordinary Italian brand, by opening up the doors to the places where the Vespa has been produced ever since 1946.

**Free visits around the Pontedera factory** can be booked online on [colordays.vespa.com/en](http://colordays.vespa.com/en) or directly in loco. This unique opportunity offers a **45-minute tour of the impressive Vespa assembly lines** on an electric train, accompanied by the people involved on a daily basis in the production of what has become a true legend on two wheels, a world ambassador of Italian style.

The weekend is not just about the Vespa: the **Piaggio Museum** has refurbished and extended its premises and collections, and is now the largest mobility and motorcycle museum in Italy. The new Museum, which will be officially opened this weekend, can be visited free of charge. Again, visits can be booked in loco or using the online form on the website [colordays.vespa.com/en](http://colordays.vespa.com/en). In cooperation with Poste Italiane, on Saturday April 21, all Museum visitors will receive a **postcard celebrating the Vespa Primavera 50<sup>th</sup> anniversary** with a special date stamp, while stocks last.

**Vespa Color Days** will be a memorable event involving the whole of Pontedera: a special route from Viale Rinaldo Piaggio where the factory is located to the town centre will explore the world of the Vespa, involving the town’s shops and providing special areas with street food stalls. A **journey through sensations, recollections, famous songs and historic Vespa scooters** leading to the heart of the event: the **Vespa Village**, in Piazza Martiri della Libertà, the central hub of the entertainment, which will also feature high-impact live music by the **Street Clerks**, the resident band of the “E poi c’è Cattelan” show on Sky Uno following their appearance on X-Factor 7.



The entertainment at the Vespa Village will be the setting for the **test rides** where visitors can try out the new Vespa models, including the special Vespa Primavera 50° Anniversario series marking the Primavera's half century.

Everyone who registers for the event – online or directly in loco – can ask for their own personal **Vespa Color Days “passport”**: visiting all the areas with the passport and collecting all the stamps, they will receive a special gift at the Vespa Village.

Online registration and full information about the weekend is available on [colordays.vespa.com/en](http://colordays.vespa.com/en) or on [www.vespa.com](http://www.vespa.com).