

# ROMA



## PRESS RELEASE

THE PIAGGIO GROUP AND ROME CELEBRATE THE VESPA'S 80TH ANNIVERSARY

### VESPA ROMA 2026 - 80 YEARS OF AN ICON



**The Eternal City sponsors and hosts the largest Vespa event ever,  
with enthusiasts riding in from all over the world**

**A four-day festival for everyone at the Foro Italico from June 25 to 28:  
music, exhibitions, games, guests and non-stop entertainment**

*Rome, June 15, 2026 - Rome is preparing to become the stage for the largest celebration in the history of a legend. From **June 25 to 28, 2026**, the Italian capital, which is also sponsoring the event, will host **VESPA ROMA 2026 - 80 YEARS OF AN ICON**: four days of festivities and events open to the public, to celebrate the 80th anniversary of a global symbol of freedom, style and *joie di vivre*.*

The city that more than any has embraced Vespa's elegant cosmopolitan soul, Rome is expecting enthusiasts from all over the world, with thousands of Vespisti arriving from every continent.

**Roberto Gualtieri, Mayor of Rome:** *"The Vespa's 80th anniversary will be a wonderful public festival for Rome. We are celebrating an Italian icon that is known and loved all over the world, a scooter that has kept its appeal intact from one generation to the next. The Vespa represents an important part of our history, our culture and Italy's ability to innovate without losing its identity. Rome has helped to turn it into a legend through the movies and culture, and is proud to host this remarkable celebration: we are delighted to welcome thousands of Vespisti from around the world to our city to share this important anniversary together, in an atmosphere of passion and friendship."*

**Matteo Colaninno, Piaggio Group Executive Chairman:** *"This is the greatest celebration in the history of the Vespa. And this is why we have chosen Rome, the capital of Italy.*

*"The Vespa was created in 1946 with the Italian Republic: in 80 years it has witnessed changing times, lifestyles and generations. Its journey is indissolubly linked with the history of Italy: the difficulties and hopes of the postwar period, the recovery of the 1950s and 1960s, the economic boom and mobility, through to the latest decades which have seen the Vespa phenomenon spread across the whole world. Today, we are on the cusp of 20 million scooters bringing life and colour to the streets of towns and cities across every continent.*

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*“The Vespa has always had a special relationship with Italy and the Eternal City, and has been celebrated by cinema and the arts, which have helped to make it an icon of Made in Italy and the Italian lifestyle.*

*“So my heartfelt thanks go to the Mayor of Rome, Roberto Gualtieri, who has agreed to host this great four-day event in the capital, with tens of thousands of Vespa enthusiasts arriving from around the world.”*

The heart of VESPA ROMA 2026 – 80 YEARS OF AN ICON will be the Foro Italico and the Stadio dei Marmi stadium, which will be transformed into a Vespa Village for the occasion. Here, Vespa will welcome lovers of the brand to tell its history and showcase its future, with a parade of the rarest and most historic models, together with the current range, as well as the lifestyle collections and countless merchandising opportunities in the special store. But above all with tens of thousands of stories from Vespa lovers arriving from all over the world.

Sponsored by the Municipality of Rome, the four-day festival will be open to everyone – because the Vespa belongs to everyone – with a packed line-up of events, content, surprises and activities.

The Main Stage in the Village will host special guests and a non-stop cycle of entertainment, all guaranteed by Radio DeeJay and its stable of talents.

Naturally, the protagonists will be the *Vespisti*, with their scooters from every era, and the **Vespa Clubs**, expected from **60 countries**, but all Vespa lovers are invited to the celebration to share their passion for the brand.

## THE PROGRAM

- **THURSDAY JUNE 25** The ribbon-cutting ceremony and the official opening of the Vespa Village at 1:00 pm will mark the start of the festivities. This will be followed by the presentation of the **Commemorative Coin** – issued by the Italian Ministry of Economy & Finance and minted by the Istituto Poligrafico e Zecca dello Stato – and the **Poste Italiane first-day cancellation ceremony**. The day will also see the opening of “**80 Years of Vespa**”, a **photo exhibition** curated by Giacomo Bretzel, which will celebrate the brand’s stylistic evolution and its cultural and social impact through photographs and a number of unique pieces. Entertainment organised by **Radio DeeJay** with live music, the **Ditonellapiaga** showcase exhibition from 9:00 pm, followed by **DJ Molella to the close**, will be the evening highlights of the exciting first day.
- **FRIDAY 26** From 10:00 am, the Vespa Village will be in full swing with activities organised by Vespa and its partners. The Vespa Clubs will lead the **European Vespa Rally Championship** and the **Gymkhana World Championship**. The Radio DeeJay stage will host a stream of guests and entertainment throughout the day, with live performances from 7:00 pm, closing with a **DJ set by Wad until 11.30 pm**.
- **SATURDAY 27** The eagerly awaited **Grand Parade** will take place in the morning, when thousands of Vespa scooters from every era will ride through the streets of Rome, to all the iconic locations in the city. A pageant of colour across Rome, the Parade will be an unprecedented extravaganza in the history of the Vespa. A **Treasure Hunt** at the Village and the **Vespa World Club** awards ceremony for the Sport and Tourism championships will be the highlights of Saturday afternoon and evening.
- **SUNDAY 28** In keeping with tradition, the **Elegance Contest** will be one of the most spectacular events in the entire four days, with a parade of the rarest and most highly prized Vespa models. The official Village closing ceremony at 3.00 pm will bring the

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celebrations to an end. As always, entertainment from Radio DeeJay will cover the entire day through to the awards and the departure of thousands of Vespa enthusiasts setting off for home.

**VESPA ROMA 2026 – 80 YEARS OF AN ICON** brings together a variety of partners who share Vespa's values and were keen not to miss the event.

They include **Main Partners ENI and isybank, Premium Logistic Partner DSV, Media Partner Radio DeeJay.**

**Premium Partners MOAK, Molteni&C., waters San Pellegrino and Panna, and TIM.**

**Official Partners Dell'Orto, Dreamride, Is Molas, New Era, Playmobil, and Rinascente.**

## VESPA

It was 1946 when the Vespa appeared on the roads of a Europe swept up in an extraordinary wave of rebirth and creativity. Eighty years later, and with millions of scooters on the streets of every continent, the Vespa has become a universal symbol of elegance, design and technology.

A global brand known and loved all over the world, which, with more than two million scooters produced in the last ten years, is currently enjoying one of the most fortunate periods in its history.

[www.vespa.com](http://www.vespa.com)

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