



“VESPA ROMA 2026 - 80 YEARS OF AN ICON” COMES TO A CLOSE IN ROME

DURING THE FOUR-DAY 80TH ANNIVERSARY CELEBRATIONS FOR THE VESPA, THE VESPA VILLAGE AT THE FORO ITALICO WELCOMED MORE THAN 50,000 VISITORS, ENTERTAINING THEM WITH EVENTS, MUSIC, SHOPPING AND THE VESPA CLUB ACTIVITIES

SATURDAY'S PARADE WAS THE BIGGEST AND MOST SPECTACULAR EVENT, WHEN 25,000 VESPAS FROM 67 COUNTRIES RODE THROUGH THE CENTRE OF ROME

THE GREATEST-EVER CELEBRATION OF VESPA AND THE STYLE AND *JOIE DE VIVRE* IT HAS REPRESENTED FOR EIGHT DECADES

Rome, 28 June 2026 - With the traditional Elegance Contest, one of the most eagerly awaited and spectacular moments of the four days, **VESPA ROMA 2026 – 80 YEARS OF AN ICON**, the great event organised in Rome to celebrate the **80th anniversary of the Vespa**, comes to a close today.

Once again, **Vespa** has proved itself to be a unique brand, capable of bringing together enthusiasts from five continents, inspired by a pure passion for the iconic Italian two-wheeler. A message that Vespa continues to convey across the world: a *joie de vivre* stemming from a shared passion.

Over the four days of festivities, the **Vespa Village** at the Foro Italico welcomed **more than 50,000 visitors**, entertaining them with **music, events, exhibitions, shopping outlets**, as well as **street food** and all-day entertainment on the Radio DeeJay stage.

Among the most popular attractions were the display of the current Vespa range, the rarest vintage Vespas from the **Piaggio Museum collection in Pontedera**, and a fascinating **photo exhibition** tracing the unparalleled Vespa story.

Vespa enthusiasts flocked to Rome from all over the world, led by the huge traditional contingents from Germany, France, the United Kingdom, Spain, Austria and Switzerland, but also from other continents. There were Vespisti from Australia, Hong Kong, Mexico, Argentina, the Philippines, the USA, Canada, Colombia, with official delegations representing a total of **67 National Vespa Clubs**.

Saturday's spectacular grand parade broke every attendance record, with **25,000 Vespas** riding in a magnificent cavalcade through the streets of Rome. Guest stars included six-time world champion Max Biaggi and Aprilia Racing MotoGP rider Lorenzo Savadori.

The event concluded with the highly anticipated awards ceremony, featuring the Vespa enthusiasts who took part in the Elegance Contest, and the Vespa Clubs that participated in the Vespa Trophy, the touring competition in which the Clubs were asked to document the stages of their journey to Rome with photos and special stamps in their Travel Book.