



VESPA MARKS 75TH ANNIVERSARY WITH A SPECIAL SERIES

THE VESPA 75th WILL BE SOLD IN 2021 ONLY: A UNIQUE OFFER TO CELEBRATE A LEGEND THAT HAS ACCOMPANIED OUR CHANGING LIFESTYLE OVER 75 YEARS

AVAILABLE IN THE PRIMAVERA AND GTS MODELS, WITH A STYLING CREATED SPECIFICALLY FOR THE ANNIVERSARY: AN EXCLUSIVE LIVERY, SPECIAL FINISHES, NEW SADDLE AND CHROME-PLATED LUGGAGE RACK FOR A BAG DESIGNED FOR THE SCOOTER

From 23 April 1946, the patent filing date, to 2021: seventy-five years of history during which the Vespa has taken the roads of the entire world up by a whole new gear. A period that has seen the Vespa lead new trends in social customs, music, youth culture, accompany the growth of countries and continents and become a timeless icon, a symbol of contemporary living, an example of Italian style and technology.

To celebrate the Vespa's 75th anniversary as a true citizen of the world, a new special series, **Vespa 75th**, has been created for the **Vespa Primavera** (in 50, 125 and 150 cc models) and the **Vespa GTS** (125 and 300 cc). It will be available as from March and for 2021 only. **A unique offer, which is also presented on the VESPA.COM website and the Vespa social media channels.**

The Vespa 75th body, all-steel as always, is presented in "**Giallo 75th**", an original metallic yellow. Developed specifically for the new series as a contemporary interpretation of hues in vogue in the 1940s, the colour evokes the heritage, innovative spirit and fashion-loving style of the Vespa.

The side panels and front mudguard display the number 75 in a slightly stronger shade, creating a quietly elegant tone-on-tone effect, which is repeated on the front of the scooter, where the **traditional "tie" is an opaque pyrite yellow.**

The two-wheeler also features a special **nubuck leather saddle in smoke grey with piping, wheel rims painted in grey with a diamond finish** and a host of **chrome-plated details**, including the "tie" ornaments, the badge on the front mudguard, the instrument cluster surround, the muffler cover, the rear-view mirrors and, on the GTS only, the foldaway passenger footpegs.

The rear luggage rack, another distinctive feature of the Vespa 75th, is also chrome-plated: it houses a **round bag whose shape replicates the typical spare wheel holder**. Made from velvety-soft nubuck leather in the same colour as the saddle, the bag has a shoulder strap for easy carrying, and clips on the luggage rack with a quick-release mechanism. It comes with a waterproof cover.

Like all Vespa special editions, the series is identified with a plate behind the leg shield.

In technology terms, the Vespa 75th represents the top of the Vespa range: all the models of this anniversary version (with a 50 cc plus engine) are equipped with a **4.3" TFT colour display**, while the fully digital instrument cluster makes the best possible use of the capabilities of the **Vespa MIA** smartphone connectivity system.

In addition to all this, to mark the exclusivity of this special celebratory series, each Vespa 75th comes with a **Welcome Kit** including an elegant **Italian jacquard-silk scarf** with

The Vespa logo is written in a bold, black, cursive script. The letters are thick and slanted, with a slight upward curve at the end of the word. The 'V' is particularly prominent, starting with a large, rounded loop.

handsewn hems, a **vintage steel Vespa plate**, a **personal Owner's Book** and **eight collector postcards** with images from the eight decades of the Vespa story.