



PRESS RELEASE

HASSELT (BELGIUM): COUNTDOWN TO THE 7th EDITION OF VESPA WORLD DAYS

The 2013 international Vespa Clubs rally will take place in the charming Belgian village of Hasselt from 20 to 24 June. The response from fans is exceptional: more than two thousand Vespas from all eras have already registered, 87 Italian clubs plus 117 Vespa Clubs from all over the world, for the most important Vespa rally of the year which promises to be record setting

Milan, 20 June 2013 – Today starts the not to be missed appointment for any fan of the most famous scooter in the world: Vespa enthusiasts from all over the world gather at **Vespa World Days** scheduled from **20 to 24 June at Hasselt**. After the success of the 2012 edition - when Vespa paid homage to London in the year of the Olympics and Queen Elizabeth II's Jubilee - just as strong a response is expected for the 7th edition of **Vespa World Days**, which held this year in the village of Hasselt, chief town of the green Limburg province in the Belgian Fiandre region, about 70 km from Brussels. The charming Kolonel Dusartplein square host the Vespa village, heart and gathering place for the event, as well as the start and finish line for the numerous outings planned by the organisation, including one to the legendary Zolder circuit.

Among other things the schedule of events includes the opportunity to visit the **Vespa Museum**, where various private collections of rare Vespas are on display and which is hosted in the Modemuseum, in the historical centre of the Flemish town.

This year the high point of **Vespa World Days** will once again be the awards ceremony for the winners of the **Vespa Trophy, the competition between Vespa travellers**, who will use photographs and special stamps in their Travel Books to show all the stops they made during the trip to Hasselt. This is a **touring trophy** that involves **more than 2,000 Piaggio Group dealerships** from 25 countries all over the world. All Vespa Clubs can participate: **the goal is to reach Hasselt by June 20th, visiting the most Piaggio Check Points en route with the largest number of Vespas possible.**

The **Vespa World Days** event has been the celebration of the timeless Vespa legend for years, the only scooter capable of going beyond its function as a user friendly and elegant vehicle, ideal for daily commutes, to become a true global brand, loved and passed on by entire generations. The 2013 edition will be held exactly 55 years from the first and only Eurovespa rally held in Belgium: in fact, the Vespa event, which was rechristened Vespa World Days in 2007, was organised for the occasion of the Show in 1958, the Brussels world fair.

A great love for Vespa was immediately kindled in the hearts of the fans, so much to bring many owners as early as 1946, the year the first Vespa was made, to join: and so the **first Vespa Clubs** were founded, in Italy and abroad. Today, there are **40 National Vespa Clubs** associated with the **Vespa World Club** and **780 registered local Vespa Clubs**, for a total of **over 40,000 members worldwide**. This past year, in Italy alone, more than 100 rallies for fans were held.

Vespa is a unique case in the history of mobility and tradition: produced uninterrupted for **67 years**, it has been distributed all over the world in more than **eighteen million units and it has never stopped evolving**. The current peak of this evolution is the Vespa 946, a maximum combination of exceptional design, fruit of the labours of the Piaggio Group Style Centre, and unique technological features which form a genuine work of art which is built by hand in the Pontedera plants.

Vespa World Days are present on **www.vespa.com** and on the official social media, such as **facebook.com/vespa** and can also be followed at **twitter.com/vespa_official** or with hashtag **#vwd2013**.

www.piaggiogroup.com