



PRESS RELEASE

London: 6th Vespa World Days comes to an end

An extraordinary success for Vespa World Days 2012: more than three thousand enthusiasts representing 780 Clubs from all over the world rode into London on their Vespa scooters.

Groups from as far away as Canada and Argentina.

The 2013 rally to be held in Hasselt, Belgium.

London, 17 June 2012 – The sixth edition of Vespa World Days, the great rally of all the world's Vespa Clubs, has ended in London, clocking up an extraordinary success.

Four days of festivities and friendship, an extended meeting in the name of the Italian scooter that has always brought together whole generations of enthusiasts from every country.

Over three thousand Vespa scooters, members of the world's more than 780 Clubs, arrived in London to invade The O₂ exhibition centre in Greenwich, the venue for the 2012 Vespa Village. Two thousand club members took part in yesterday's great gala dinner, the celebratory highlight of Vespa World Days.

Last night also saw the announcement of the Vespa Club winner of the highly sought after **Vespa Trophy, the tourist competition organised for Vespa riders** with 1,752 check points in 25 countries, in cooperation with more than **2,000 Piaggio Group dealers** around the world. The 2012 edition has been won by an Italian club, Sirmione, whose members travelled a distance of 1,610 km on their Vespas to reach London. The loudest cheers and enthusiasm were attracted by the groups of "scooterists" from Canada and Argentina.

The world rally in London was also an opportunity to celebrate the **60th anniversary of the UK's first Vespa Club**. The formation of associations (which began in Italy practically together with the launch of the Vespa, in 1946) is a phenomenon that continues to grow, with **40 National Vespa Clubs** now belonging to the **Vespa World Club**, and **more than 780 registered local Vespa Clubs, for a total of more than 40,000 members around the world**.

And it would be impossible to count the rallies organised spontaneously every year by the fans of the world's most famous two-wheeler. In Italy alone, more than 100 events were held for enthusiasts last year.

Today, Sunday, is the day for goodbyes. Vespa riders of all ages, on the saddle of the many models that have made the Italian scooter a timeless legend, are setting off for home, and promising to meet up again next year, at the **2013 world rally**, which will be held in **Hasselt, Belgium**.

Vespa World Days 2012 was also celebrated on the web. The Vespa devotees in London provided photos and text recounting their journey to the British capital and the rally in continuous posts to the www.vespaworlddays.com website, which followed the event in real time. Vespa fans also took full advantage of the special pages set up on the social networks: **Facebook.com/vespa**, **Twitter.com/vespa_official** and **Hashtag #vwd2012**