



## PRESS RELEASE

### VESPA RIDER ESSENTIALS

**The new Vespa Rider Essentials collection interprets the unique style of the world's most famous scooter in a line of garments and accessories. A great way to live every day in true Vespa style, an icon of Italian design and elegance.**

*Milan, 24 September 2012* – Vespa, an icon of Italian design, taste and elegance, presents the new *Vespa Rider Essentials* range of garments in technical materials designed to appeal to those attracted not only by the trendy looks of the Vespa, but also by its sportier side.

Made from **state of the art rain-proof and wind-proof materials**, and with elegant *textures* complementing the essential, ergonomic design, the *Vespa Rider Essentials* range of garments and accessories are **protective, comfortable and versatile**.

The **rainproof jacket** and the longer **overcoat**, which offers even better protection against the rain, are completely **waterproof and wind-proof, and extremely light**. Inspired by outdoor sports, these items are elegantly personalised with the famous **Vespa** logo. Designed to complement the style of the coat and jacket, the extremely comfortable rain-proof **trousers** and **riding suit** are embellished with asymmetric reflective appliqués. An adjustable waistband and adjustable ankles make the **ultra-light trousers** even more practical. The fusion between style and safety distinguishing the entire range is also evident in the **High Visibility Waistcoat** with reflective Vespa logo appliqués. Made from Hi Viz EN 471 fabric and with elasticated side panels for a more comfortable fit, an inner lining and a broad reflective strip, this is a functional, high visibility garment.

The range of **gloves, scarves and neck warmer-face masks** also combines **stylish** Vespa details with high-tech materials in a perfect fusion between **design** and **practicality**, accentuating the sporty character of the Vespa enthusiast who wants to stand out from the crowd with **class**. Two **summer glove** versions are available, both of which featuring reinforced palms, adjustable cuffs and personalised Vespa buttons. For riders who enjoy making a style statement, these gloves are available in an elegant combination of leather and fabric in five different colour choices, whereas those preferring a more subtle look will choose the **black leather gloves** with a classic design and perforated panels for increased comfort. For those for whom simplicity is paramount, the completely waterproof **all season gloves** in leather are the perfect choice.

For neck **protection** against the weather and improved riding pleasure, the warm new **Vespa Rider Essentials** collection includes a choice of **multifunctional** garments in an appealing range of colours and personalised with the unmistakable logo of the true Vespista, which combine **versatility** with **wearability**. The collection includes a **wind-proof, breathable scarf** made from warm pile combined with technical stretch fabric, and a range of **neck-warmer tubes**, with ultra-light technical stretch fabric linings and a wind-proof shell in pile, which offer outstanding protection for the face and neck and are available with a repeated Vespa logo print or in a black/grey colour scheme.

The rain-proof garment line is offered in a palette of five **colour** choices: green, grey, brown, anthracite/red (jacket and overcoat), and black (trousers and riding suit). As well as the black leather summer version, the extensive range of gloves also offers a choice of brown or black for



the leather *all season* gloves, and four fabric colours - green, black, red and white - to offset the black leather base of the summer gloves in fabric-leather. The range of scarves and neck warmers is offered in the three understated colours brown, green and black.

The garments (jacket, overcoat, rain-proof riding suit and trousers and *high visibility waistcoat*) and gloves in the collection are available in a range of **sizes** from XS to XXXL (XXXL only available for the jacket and overcoat in black). The neck warmer tube, scarf and neck warmer-face mask are offered in single size to fit all wearers.

The *Vespa Rider Essentials* collection is already **available** through the authorised Piaggio and Vespa dealership network.

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