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
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.