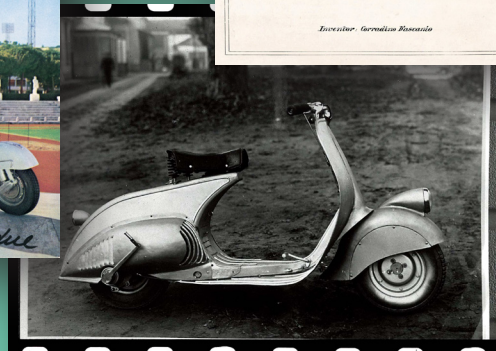
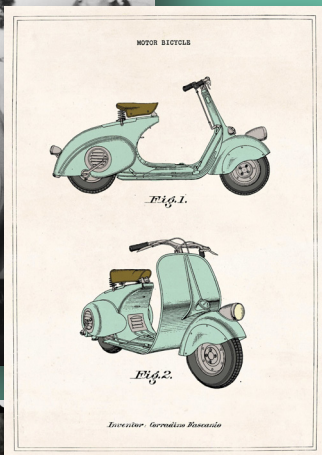
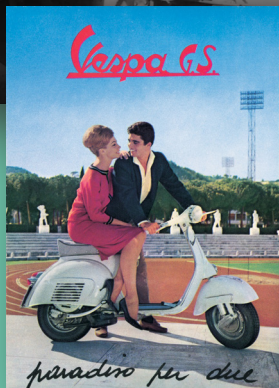


Vespa

REDISCOVER

the joy of the ride





CELEBRATING OUR HISTORY

We are the most iconic and storied motor scooter with a rich history; a heritage spanning 70 years since 1946, beginning at the end of WWII, Vespa was an innovative and stylish Italian design by Renzo Spolti, Vittorio Casini, and Corradino D'Ascanio, to relieve the aircraft restrictions in the country at the time.



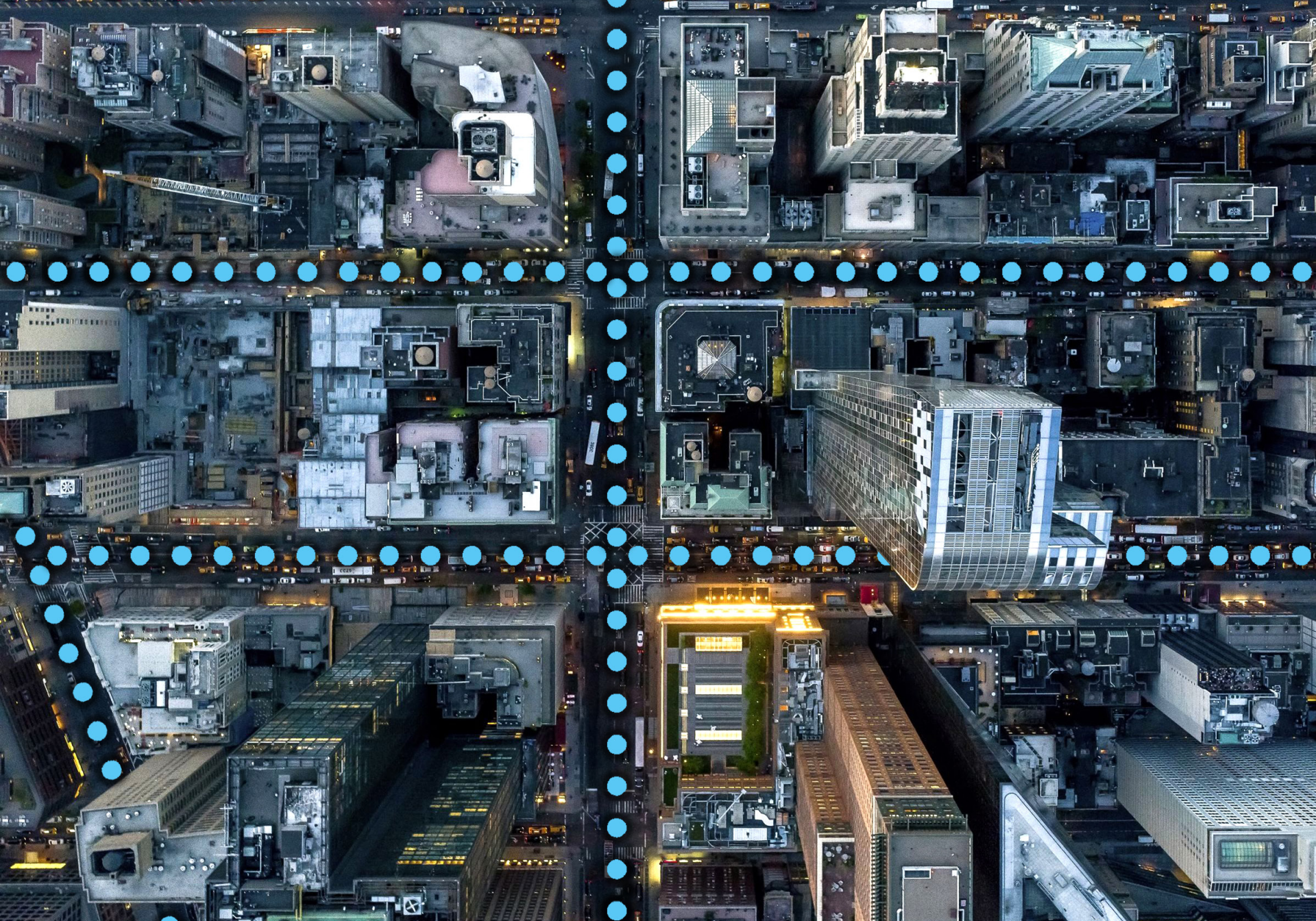
When Enrico Piaggio of the Piaggio family saw the scooter model he exclaimed, “Sembra una vespa!” —“**It looks like a wasp!**”— and thus...

Vespa



Functional, yet sleek, Vespa's iconic steel unibody, flat floorboard, and wide front fairing, have endured the test of time and has been celebrated all over the world.



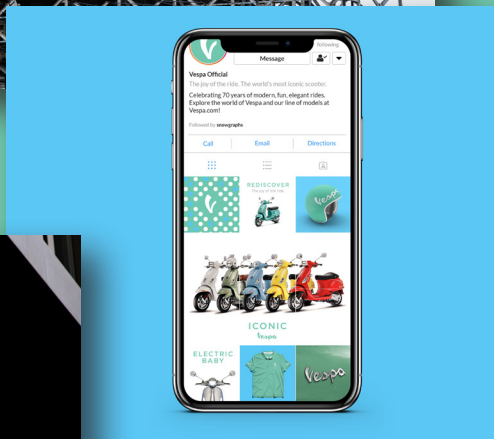


EXPERIENCE THE FREEDOM

to ride in style

For city dwellers and urbanites, we believe they shouldn't have to choose between aesthetic or functionality for easy, relaxed transportation—and it is this ideal that bonds our community of riders.





REINVENTED REIMAGINED

but still

REVOLUTIONARY

In true Vespa fashion, our design elements are modern with a sleek polish—so there's no better time than today to bring our history forward into a stylish future.

On big billboards, on the fairing of your new Vespa, or on our media screens, our new look feels fresh, yet right at home.





FUNCTIONALITY

and

BEAUTY

combined

SOFT SPOKEN

yet

BOLD

attention grabbing for
all the right reasons

Ciao!

