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~~It's a sport and powerful scooter, a very representative of avant-garde in the Vespa family. View models. Vespa GTS. Vespa Primavera. 70th Anniversary. Launched in 1968, Primavera is the legend that move enter generations of young people, and that today continues to conquer them thanks to a new style of the future.~~

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There are plenty of brilliant, fast and reliable Japanese scooters but they can never hope to offer 70 years of brand-defining cool and heritage. You simply cannot manufacture that. How many...

~~70 years of Vespa: 10 things you didn't know | MCN~~

It was in Florence that the wasp-shaped two-wheeler was born, Enrico Piaggio having registered the patent in the Tuscan capital on April 23, 1946. Seventy years later, more than 18 million models have been sold. On the 70th anniversary of the iconic Vespa scooter, we bring you all the Vespa scooters that have been made by the company.

~~70 Years of Vespa: All the Vespas Produced, Ever~~

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The special-edition 70th-anniversary scooters mainly stand out for their exclusive colour finishes and Vespa Settantesimo "70 ° " logo on the passenger seat leather and on the glovebox. The commemorative models will be available from May 2016, in Azzuro 70 blue or in grey, priced from € 4,099 for the Vespa PX 125 to € 5,799 for the GTS 300 ABS.

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70 Years of Vespa. 15th July 2016 Darren Hendley Features, Products. It ' s 70 years since the first Vespa scooter rolled off the production line at the Pontedera factory in Italy... a humble 98cc, three-speed machine. Let ' s take a look inside the factory where it all began and celebrate the anniversary of this most famous scooter brand...

~~70 Years of Vespa — Scootering Magazine~~

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Midland Scooter Centre are down to the last few Vespa PX models and Euro 3 GTS. In 20 years time we 'll look back fondly at a photo of a new PX being unboxed Sadly the sight of a box-fresh two-stroke geared scooter is almost as dead as the dodo.

~~Final Vespa PX/GTS 70th Anniversary stock | NEWS~~

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ON THE OCCASION OF THE 70th ANNIVERSARY -- Updated edition of the book? Vespa. The complete history 1946?, published in 2011 to celebrate Vespa's 65th anniversary. April 1946 was the debut date of the revolutionary little two-wheel vehicle, which, as well as leaving an indelible mark on the history of transport, became a real cultural phenomenon to successive generations. Simple and elegant, practical and comfortable, these are some of the characteristics that have ensured the popular scooter an unrepeatable success, with 35,000 of them built in 1949 alone. Seventy years after its birth, the Vespa has affirmed itself throughout the world. This book covers the fascinating epic of the Vespa, its debut to the present day, through hundreds of pictures and invaluable documents of its various epochs. The work includes a systematic cataloguing of all the models that have appeared in those 70 years, each one accompanied by a detailed technical specification.

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Simple and elegant, practical and comfortable, these are some of the characteristics that have ensured the popular scooter an unrepeatable success, with 35,000 of them built in 1949 alone. Sixty-five years after its birth, the Vespa, of which over 17 million have been produced, has affirmed itself throughout the world. This book covers the fascinating epic of the Vespa, from its debut to the present day, through hundreds of pictures and invaluable documents of its various epochs.

Now a venerable icon of Italian style, the internationally known quintessential scooter - the Vespa - was once a two-wheeled revolution, offering mobility to everyone. Today it has come to symbolize scootering status, style, and freedom. As Vespa reaches its 60s without showing a wrinkle, this book celebrates its decades of incomparable spirit. In glowing images and words, the book shows Vespa in its many guises—as the two-wheeled vehicle of the post-war economic boom; as the symbol of the forward-charging ideas of the 1960s; appearing in romantic films such as *Roman Holiday*; and promoted in delirious ads that claimed, “Whoever Vespas, eats apples.” Decades of period ads and famous calendars are included, as well as technical and production information on every model ever built, including rare prototypes and variants. Each model is detailed in over 30 categories, from engine specs to production facts. Filled with stunning color photos and illustrations, the book is itself a stylish tribute to the iconic vehicle it celebrates. Author Giorgio Sarti knows Vespa, and this book is a thorough and thoroughly enchanting tribute to the scooter as it has sped through history, meaning something new to each generation, and in the process making its unique mode of personal transport synonymous with freedom. Officially licensed and includes a foreword from Piaggio Group President Roberto Colaninno.

Perfect in its compactness, in its functionality, and in its widely imitated design, the Vespa scooter is not only a means of transport, but a true icon. In celebration of Vespa's 75th anniversary, *Vespa: Style and Passion* is the lavishly illustrated official history of the legendary scooters and the culture they've inspired. Introduced by the Italian firm Piaggio in 1946 with the model 98, Vespa enjoyed quick success. The scooters' diminutive size and affordability were perfect for promoting postwar mobility. But as with most novel designs, it would also be highly imitated, destined for icon status. From Piaggio's origins to the first Vespa prototypes to today's forward-looking Elettrica model, *Vespa: Style and Passion* is the ultimate retrospective of this beloved brand. A rich selection of visuals includes dozens of studio images of the most significant models from throughout Vespa history--including classics like the 125, 150 GS, Super Sprint, Primavera, and Rally--as well as period advertisements, rare archival photographs, and images of Vespas in popular culture and motorsport. Mod culture, perhaps most responsible for spreading scooter culture, is also given its due with images of customized Vespas. *Vespa: Style and Passion* relates with elan and high design the endless evolution of a marque that has conquered six continents, with 19 million units sold. The Vespa is not simply a scooter, but the scooter, known and appreciated the world over--a rare example of a motor vehicle that survived crises and fashions, always remaining faithful to the original concept. This is the definitive story of that influence.

The Vespa is an Italian icon--and here is the official story of the brand since its legendary creation, more than 70 years ago. The Vespa is not just any scooter, it is THE scooter, known and loved all over the world. Follow its more-than-70-year history, from its debut in 1946 to signature, custom-made artistic vehicles. This lavishly illustrated volume retraces the Vespa's origins, exploring its most important and influential models (including the 125 Elastico, which met clients' demands for higher performance, and the Elettrica and Elettrica X, both with hybrid motors); the brand's advertising and communications, complete with vintage calendars; and its place in sports, films like *Roman Holiday*, fashion, and beyond. Engaging anecdotes and images--some never-before published--illustrate the never-ending evolution of a piece of Italy that has conquered all five continents and sold over 18 million vehicles.

Vespa and Lambretta remain the two most iconic motor scooter brands, even four decades after the latter's demise. But what made them such a European sensation in the postwar era? And why were they

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particularly popular in Britain in the 1950s and '60s? Motor scooter expert Stuart Owen explains the rise of Innocenti's Lambretta and Piaggio's Vespa, from the wartime ruins of Italy, through years of plenty as the two manufacturers exploited a ready market for affordable, economic transport, and then their decline into more uncertain times as motor cars trespassed on their success. He also explores the rich history of accessorising and customising the scooters, their essential role in the mod movement, and the revival in Vespa's fortunes following the release of the cult film *Quadrophenia*.

This is the book about the Ape Piaggio 'three wheeler' - that was waiting to be written, with a wealth of illustrations and completed with a comprehensive listing of all the models produced through to the present day. In the years immediately after the Second World War, Italy was in desperate need of reconstruction, economic resources were scarce and there was above all a lack of a vehicle capable of satisfying the new commercial reality. On the one hand the market was offering large and expensive lorries, on the other cheap, small motorcycles but neither was suitable for small businesses. This changed in 1947 (just a year after the launch of the Vespa) with the presentation of the Ape that from the outset enjoyed enormous success and was offered in an infinite series of variants: flat beds, panel vans, tipper trucks, trailers, auto rickshaws and fire trucks. The company is a success story that has continued through to the present day, with special versions built for the Pope and the President of the Italian Republic. Until now there had never been a book capable of tackling the Ape phenomenon in its totality. This book presents the history and the engineering of a remarkable vehicle, taking in such aspects and styling and publicity, not to mention the great intercontinental journeys undertaken with this legendary three-wheeler. Lastly, along with the production figures, for the first time we are publishing a complete illustrated catalogue of every model produced to date, each accompanied by a detailed technical file.

Eighteen million Vespas have buzzed their way into the world since 1946. Stood end to end, they would form a line measuring 32,000 kilometres – 20,000 miles – in length. This is an almost inconceivable statistic, as with many things that transcend conventional measures and at some point achieve cult status. How did the little machine come so far? The answer is simple. The Vespa has always remained the Vespa, true to itself, and has what others lack: real character! This book tells the Vespa 's story via over 470 photos, corrects many misconceptions and lets the reader become immersed in the culture of Vespa and *la bella vita*.

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