



Vespa®

DISCOVER VESPA MOTOR SCOOTERS

Nearly seventy years after we made our first Italian motor scooter, Vespas keep getting better and better. Drawing on inspiration from the past and present, our design team focused on craftsmanship, quality and technology to create a collection of impossibly chic Vespas that are fun to drive, good-looking and eco-friendly. So whether you want to make heads turn when you hop from café to café or you're looking for a way to spice up your commute, our 2011 lineup has the perfect scooter for you. If you've ever fantasized about bringing La Dolce Vita, the sweet life, to your customers or audience, there's no better time than now to include a Vespa or two, in your next campaign, magazine photo shoot, or promotion.





ABOUT VESPA MOTOR SCOOTERS

Though we're all about innovation here at Vespa, we know some elements of our scooter's design are better left untouched. Take our steel, unibody monocoque frame. It still looks as good today as it did when the first Vespa was built over six decades ago. And the frame provides greater rigidity, a more stable ride, more protection from the road and will last sixty years more.

WHY DO MILLIONS OF PEOPLE RIDE A VESPA WORLDWIDE?

There are as many answers as there are Vespa owners, but it boils down to four simple things: form, function, freedom and FUN!

Vespa began as a unique product made with superior quality and components over sixty years ago. Vespa never strayed far from its original form featuring an elegant shape and timeless, award-winning aeronautical features. Same story with function. Vespa has always been a reliable way to get around and is easy to use with an automatic, twist n' go transmission, plus it's cost-efficient with great gas mileage. It's one of the most reliable and effective means of transportation all over the world. That's why Vespa is the brand to which all scooters are compared. That's why Vespa is synonymous with the whole category of scooters.



- Vespa is the brand to which all scooters are compared and that represents the entire scooter category by its very name.
- The Vespa...which means "wasp" in Italian... was the result of Enrico Piaggio's determination to create a low cost product for the masses
- After the Piaggio aeronautical plants were destroyed in WWII, Enrico Piaggio studied every possible solution to get production in his plants going again
- This included the concept of transportation as a way for people to re-establish the daily pattern of exchange, work and social life
- Thus the first Vespa was first produced in Pontedera, Italy, in April 1946
- The Vespa philosophy was a mix of common sense, practicality and cost-effectiveness, with a series of intelligent features that together represented extraordinary productive creativity



The Vespa motor scooter is the perfect blend of passion and practicality. For over 60 years, Vespa has been an international icon of Italian function and style. In the fifties, the world fell in love with Vespa in Roman Holiday.

Today, Vespas are even more loveable. Still stylish as ever, they are also eco-chic, reducing pollution, traffic congestion and gas consumption...plus they get up to 100 MPG. Fun and easy to ride, automatic so all you have to do is twist n' go.



- Vespa stands for freedom, fun, great design, good taste, European lifestyle, individuality, and cleverness. It offers the perfect blend of passion and practicality.
- Vespa is recognized as the epitome of Italian design and the standard bearer of what is deemed stylish and cool.



ATTENTION TO DETAIL is evident in the tolerance for grooves and gaps that are substantially smaller than other brands. Vespas also receive rich chrome accents and details such as tucking and hiding body part holding screws.

SUPERIOR INTERNAL COMPONENTS such as clutches, rollers and pulleys are built over and above normal specifications for durability.

THE SINGLE-SIDE-TRAILING-LINK FRONT SUSPENSION is not only a classic styling cue, it is extremely functional, providing a much smoother and luxurious ride.

ALLOY RIMS are far superior to steel as they are stronger, lighter, dissipate heat quicker, resist corrosion, and are easier to maintain.

THE STEEL MONOCOQUE FRAME will last for generations unlike plastic counterparts that deteriorate in a few years. It is also more rigid, providing a more stable ride.

THE REAR SUSPENSION is adjustable up to 4 settings, allowing the driver to better accommodate a passenger or heavy load.

ELECTRONIC FUEL INJECTION allows a cleaner burn and smoother acceleration, improving fuel efficiency up to 15%.

DISC BRAKES offer superior stopping performance than comparable drum brakes.

WHY VESPA

When you purchase a Vespa you know you're getting the finest scooter on the planet with superior design, fit, finish and components. From alloy rims to disc brakes, we pay attention to every detail so you don't have to. That leaves you with plenty of time to map your route and pack a picnic.

WHAT IS VESPANOMICS?

REDUCE CONSUMPTION

If 10% of licensed drivers in the U.S. converted 20% of their miles to a Vespa, they could:
 Reduce national fuel consumption by **3.76 billion gallons of gas/yr.**
 Decrease CO2 emissions by **76 billion lbs/yr.**

DRASTICALLY REDUCE CO2 EMISSIONS

Scooters produce:
72% less CO2 than the average car +
78% less CO2 than the average SUV or light truck +

REDUCE TRAFFIC CONGESTION

Scooters line up **1/2** the driving space of the average car +
 Scooters take up **1/7** the parking space of the average car +

The Problem

Personal transportation in the U.S. accounts for 59% of all petroleum consumption annually. Currently, the United States consumes more than 25% of the world's total supply of oil.

The Solution

Scooters provide a smart option for daily commuting, a last-minute errand, a fast Saturday trip to the farmer's market. By using a scooter for a portion of their transportation needs, Americans could see an immediate, significant reduction in gasoline usage, emission of air pollutants, and experience the freedom and fun of riding a Vespa.

SCOOTERS AVERAGE 70 MPG

Compare that to:
 • Private average: 47 MPG
 • Average car: 30 MPG
 • Average SUV: 18-23 MPG

SAVE MONEY

Scooters cost **\$500** to operate annually, a new car will cost **\$2,121** to own and operate annually.
 —Source: AAA report (April 4, 2008)

CONSUME MUCH LESS GAS PER MILE

Scooters save you:
 • **69%** gas savings vs. the average car
 • **71%** gas savings vs. the average SUV or light truck

DECREASING TRAFFIC CONGESTION

By shifting the daytime vehicle mix in New York City to 80% cars / 20% scooters, the following would result annually:

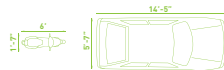
A total decrease in delay of more than +
4.4 million hours per year,
 which translates to time savings of nearly
100 working hours per person

A reduction in carbon dioxide (CO2) emissions by over +
26,000 tons (52,000,000-pounds) per year

A decrease in fuel consumption by over +
2.6 million gallons per year

A total savings for New York City of more than +
\$122 million per year in fuel and labor productivity

What would a vehicle mix shift do to your city or town?



SUPPORT TWO-WHEEL PARKING

Two-wheel parking in any community can increase parking efficiency and convenience

7-in-1 Parking: Seven scooters can park in the space equivalent of one car: **100 4-wheeled spots=700 two-wheeled spots**

Talk with your local government officials and retailers about converting unused space, parking garages, sidewalks, and existing street-side car parking spots to the 7-1 Parking Model.



Based on 8'x25' parking spot for a car.



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 © Piaggio®, Vespa® & Aprilia® are a worldwide registered trademarks of Piaggio & C. S.p.A. Obey local traffic safety laws and always wear a helmet, appropriate eyewear and proper apparel.



Going green has never been as chic and fun as it will be with a Vespa. The perfect alternative form of transportation, our scooters are clean burning, fuel efficient, environmentally friendly, reduce the consumption of harmful CO2 and greenhouse gas emissions and typically get up to 75 miles-per-gallon. Vespanomics promotes embracing motor scooters as an alternative form of transportation to reduce oil and gas consumption, pollution, traffic congestion and your commuting time, and to look totally great doing it.

INTRODUCING THE 2011 VESPA MODELS



**S 50 4V****S 150 I.E.**

Vespa S models offer the best of our retro style mixed with the technology of today.



These sleek scooters feature clean lines and seventies-style rectangular headlight, taillight and mirrors plus contrast piping on the saddle. The S 50s offer a modern fast and clean four valve four stroke engine and our S 150s provide a decidedly 21st century experience because their electronic fuel injected engines are powerful and fuel-efficient. Whichever S model you choose, you leave a smaller carbon footprint when you're zipping around...and you look good doing it.

The Vespa logo, featuring the word "Vespa" in a stylized, italicized font with a registered trademark symbol.



A day at the beach has never been as much fun as it is with the Vespa S 50 4V. This retro-styled model is quick off the start and thanks to an eco-friendly 4-valve engine it runs clean and fast. Since it gets up to 100 miles per gallon, you can spend more time at the beach and less time at the pump.


AVAILABLE COLORS

 Sky Blue / White
 Shiny Black

 Taormina Orange
 Dragon Red

 Red / White


GAS MILEAGE

95-100 mpg

TANK CAPACITY

2.3 gallons

ENGINE TYPE

Single cylinder, four-stroke

DISPLACEMENT

49.4cc

MAX SPEED

39 mph

GEARS

Automatic "twist and go" CVT

FRONT BRAKE

200 mm steel disc with hydraulic command

REAR BRAKE

110 mm drum with mechanical command

TIRE

Tubeless; Front: 110 / 70, 11"

Rear: 120 / 70, 10"

LENGTH / WIDTH

69" / 29"

SEAT HEIGHT

30.5"

DRY WEIGHT

225 lbs



S 50 4V



Whether you choose two-tones or a solid color, you're guaranteed to turn heads when you arrive on the chicest thing on two wheels. Perfect for zooming to the farmer's market or out to brunch. With the Vespa S 50 4V life is all about the journey and not the destination.



You'll get your morning buzz long before you sit down to a cappuccino when you cruise to your favorite café on a Vespa S 150 IE. With an electronic fuel injected engine, expect a smoother ride, more miles to the gallon and more speed off a stop.



AVAILABLE COLORS

 Sky Blue / White
 Shiny Black

 Taormina Orange
 Dragon Red

 Red / White

**GAS MILEAGE**

70-75 mpg

TANK CAPACITY

2.3 gallons

ENGINE TYPE

Single cylinder, four-stroke with electronic fuel injection

DISPLACEMENT

150cc

MAX SPEED

59 mpg

GEARS

Automatic "twist and go" CVT

FRONT BRAKE

200 mm steel disc with hydraulic command

REAR BRAKE

110 mm drum with mechanical command

TIRETubeless; Front: 110 / 70, 11"
Rear: 120 / 70, 10"**LENGTH / WIDTH**

70.9" / 29.1"

SEAT HEIGHT

30.9"

DRY WEIGHT

243 lbs

S 150 I.E.

Charmed by the clean, essential lines of the legendary 1970's Vespa but want the power of a fuel-injected engine? The Vespa S 150 offers a minimalist version of the original retro model with the advanced technology of today.



LX 50 4V



LX 150 I.E.

Get ready to ride in style with this contemporary take on an original classic that comes in two engine sizes - 50cc and 150cc.

All LX models feature a front locking storage compartment and sleek smooth lines—a perfect pairing of style and substance. So whether you're charmed by the design details such as the round headlight and mirrors or the fuel injected engine, the LX has something for you.

Vespa



Spice up your commute with an eco-friendly Vespa LX 50 4V. Modern technology meets timeless Vespa style with sleek smooth lines. Thanks to the fast and clean four valve, four stroke engine in the LX 50 4V, you can get going with fewer emissions.


AVAILABLE COLORS

■ Celeste Blue
■ Bronze / Espresso

■ Midnight Blue

■ Dragon Red


GAS MILEAGE

95-100 mpg

TANK CAPACITY

2.3 gallons

ENGINE TYPE

Single cylinder, four-stroke catalytic HI-PER4

DISPLACEMENT

49.4cc

MAX SPEED

39 mph

GEARS

Automatic "twist and go" CVT

FRONT BRAKE

200 mm steel disc with hydraulic command

REAR BRAKE

110 mm drum with mechanical command

TIRE

Tubeless; Front: 110 / 70, 11"

Rear: 120 / 70, 10"

LENGTH / WIDTH

69.1" / 29.1"

SEAT HEIGHT

30.5"

DRY WEIGHT

225 lbs

LX 50 4V

Urban exploration just got a whole lot easier with the latest Vespa LX 50 4v. You're sure to be tempted by the style, comfort and performance of these chic scooters. Featuring a round headlight and mirrors, a closed locking front storage compartment, locked under seat storage with enough room for a helmet and 11-inch front alloy wheel for more control and agility.



The Vespa LX 150 IE is perfect when you're ready to take the driver's seat for a solo spin. Easy to maneuver thanks to a low center of gravity and larger front wheel. You'll have greater control and agility while the ergonomically-designed seat allows for a super comfy ride.


AVAILABLE COLORS

 Celeste Blue
 Bronze / Espresso

 Midnight Blue

 Dragon Red


GAS MILEAGE

70-75 mpg

TANK CAPACITY

2.3 gallons

ENGINE TYPE

Single cylinder, four-stroke with electronic fuel injection

DISPLACEMENT

150cc

MAX SPEED

59 mph

GEARS

Automatic "twist and go" CVT

FRONT BRAKE

200 mm steel disc with hydraulic command

REAR BRAKE

110 mm drum with mechanical command

TIRE

Tubeless; Front: 110 / 70, 11"
 Rear: 120 / 70, 10"

LENGTH / WIDTH

70.9" / 29.1"

SEAT HEIGHT

30.9"

DRY WEIGHT

243 lbs

LX 150 I.E.

Getting in the driver's seat has never been more exciting than when you zip around town with this modern take on an original classic. The fuel-injected engine offers more miles to the gallon, is more dependable and requires less maintenance than carbureted scooters. That means more fun for you!



GTS 300



GTS 300 SUPER



Ladies and gentlemen, start your engines!
The sporty GTS Vespas, part of our lineup that features the GTS 300 and the GTS 300 SUPER, offer legendary elegance with exceptional performance—perfect for a long or short trips. With the largest, most powerful engines in the Vespa collection, GTS models are designed to ride smoothly and comfortably whether you're going out of town or zipping through city streets.





Hop on a GTS 300 and get outta town with someone special. Bring a bag if you want because the GTS 300 has a handsome rear chrome luggage rack and adjustable rear suspension to handle heavy loads. While you hug the driver, your sporty scooter hugs the curves offering all the power you could want from its quick liquid-cooled engine and electronic ignition.


AVAILABLE COLORS

 Metallic Bronze
 Shiny Black

 Titanium
 Dragon Red

 Midnight Blue


GAS MILEAGE

65-70 mpg

TANK CAPACITY

2.4 gallons

ENGINE TYPE

Single cylinder, four-stroke
four-valve, electronic injection,
catalytic QUASAR

DISPLACEMENT

278cc

MAX SPEED

80 mph

GEARS

Automatic "twist and go" CVT

FRONT BRAKE

200 mm disc

REAR BRAKE

200 mm disc

TIRE

Tubeless; Front: 120 / 70, 12"

Rear: 130 / 70, 12"

LENGTH/WIDTH

76.4" / 29.7"

SEAT HEIGHT

31.1"

DRY WEIGHT

326 lbs



GTS 300

The GTS 300 is one smooth operator. The most technologically advanced Vespa ever, this racing machine tops out at eighty miles per hour and gets seventy miles per gallon. Armed with a liquid-cooled 300cc engine and electronic injection system, your ride will be smooth, quiet and comfy.



Whether your idea of a weekend getaway involves spontaneous stops or a long cruise on the open road, the GTS super won't disappoint. Its flat-out fast and quick off the stop providing a smooth ride you'd expect from its racy style.



AVAILABLE COLORS

Titanium
 Dragon Red
 Shiny Black
 Montebianco White

**GAS MILEAGE**

65-70 mpg

TANK CAPACITY

2.4 gallons

ENGINE TYPE

Single cylinder, four-stroke four-valve, electronic injection, catalytic QUASAR

DISPLACEMENT

278cc

MAX SPEED

80 mph

GEARS

Automatic "twist and go" CVT

FRONT BRAKE

200 mm disc

REAR BRAKE

200 mm disc

TIRE

Tubeless; Front: 120 / 70, 12"

Rear: 130 / 70, 12"

LENGTH/WIDTH

76.4" / 29.7"

SEAT HEIGHT

31.1"

DRY WEIGHT

326 lbs



GTS 300 SUPER

To understand why we called this the GTS 300 SUPER, just take one for a spin. It's super fast with the largest most powerful engine in the Vespa line-up. It's super spacious with under seat storage space for a helmet. It's super stable with 12" front and rear alloy wheels. It's super sexy with a sporty and modern look. And best of all, it's super fun.

**LXV 150 I.E.****GTV 300**

With the V series you have the best of both worlds amazing vintage design with the ease of modern technology.

The GTV and LXV both pay homage to the original Vespa design, with classic details such as a 'naked' handlebar and a saddle with separate rider and passenger seats. The GTV also features a headlamp on the front mudguard, just as it was on the first Vespa prototype. But underneath these historical elements you'll find a completely modern machine. The GTV is built on the GTS body with a 300cc engine while the LXV is built on the LX body and has a 150cc engine. Both models have leather seats, underseat storage, and an automatic transmission.

The Vespa logo is displayed in a stylized, metallic font with a slight shadow effect, set against a teal background.



In the mood for amore? Sharing a ride has never been as much fun as it is with a Vespa LXV 150 i.e. You may be tempted by the shades of Portofino Green and Espresso, but the LXV 150 i.e. doesn't short change substance in pursuit of style. These scooters have it going on with a new electronic fuel-injected engine that gets more miles to the gallon, offers a smoother ride and goes faster, quicker.



AVAILABLE COLORS

 Espresso

 Portofino Green
**GAS MILEAGE**

70-75 mpg

TANK CAPACITY

2.3 gallons

ENGINE TYPESingle cylinder, four-stroke
with electronic fuel injection**DISPLACEMENT**

150cc

MAX SPEED

59 mph

GEARS

Automatic "twist and go" CVT

FRONT BRAKE200 mm steel disc with
hydraulic command**REAR BRAKE**110 mm drum with
mechanical command**TIRE**Tubeless; Front: 110 / 70, 11"
Rear: 120 / 70, 10"**LENGTH / WIDTH**

70.9" / 29"

SEAT HEIGHT

30.9"

DRY WEIGHT

243 lbs

LXV 150 I.E.

Satiate your chocolate craving with a velvet brown Vespa LXV 150 i.e. Coming in two handsome hues, these models are so delicious-looking we recommend you don't go shopping on an empty stomach. But don't be fooled by their good looks, the Vespa LXV 150 i.e. has an electronic fuel injected engine meaning you get a smoother ride, more miles to the gallon and more speed off a stop.



Book a room and hop on your vintage-styled Vespa GTV 300 for an adventure you won't soon forget. No matter where you're headed, getting there will be a whole lot of fun on this modern scooter. With classic details such as a 'naked' handlebar, a saddle with separate rider and passenger seats and a headlamp on the front mudguard, just as it was on the first Vespa prototype, you may feel like you've stepped back in time. But once you experience the GTV 300's better acceleration and speed, you'll know you're getting today's top-of-the-line technology.



AVAILABLE COLORS

 Espresso

 Portofino Green
**GAS MILEAGE**

65-70 mpg

TANK CAPACITY

2.4 gallons

ENGINE TYPESingle cylinder, four-stroke
four-valve, electronic injection,
catalytic QUASAR**DISPLACEMENT**

278cc

MAX SPEED

80 mph

GEARS

Automatic "twist and go" CVT

FRONT BRAKE

200 mm disc

REAR BRAKE

200 mm disc

TIRE

Tubeless; Front: 120 / 70, 12"

Rear: 130 / 70, 12"

LENGTH/WIDTH

76.4" / 29.7"

SEAT HEIGHT

31.1"

DRY WEIGHT

326 lbs

GTV 300

If you love the vintage detailing from the Vespas of yesteryear but you don't want to sacrifice the technology of today, the GTV 300 is your scooter. Featuring a chrome headlight positioned on the front mudguard as it was on the first Vespa prototype, you get the style from another era but none of the headaches. Underneath these historical elements resides a completely modern machine able to go 80 mph..



S 50 4V



S 150 I.E.



LX 50 4V



LX 150 I.E.



GTS 300



GTS 300 SUPER



LXV 150 I.E.



GTV 300



VEHICLES AVAILABLE FOR YOUR EDITORIAL + ADVERTISING + PROMOTIONAL NEEDS

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