



Vespa World Days 2017 – in Celle

Press Information

Not for publication:

Note to the editorial department regarding accreditation for the Vespa World Days 2017

The Vespa World Days 2017 will be from 22nd – 25th June in Celle under the patronage of the Prime Minister of the German state of Lower Saxony Stephan Weil, MdL. The Lower Saxony minister of economic affairs and transport, Olaf Lies, MdL, (enquired) will open this international rally, which expects five thousand or more Vespa fans from almost all European countries as well as all continents.

If you would like to cover the Vespa World Days 2017 in Celle, then accreditation can be completed starting 1st February 2017 by E-Mail – press@vespaworlddays2017.com. Please send us a copy of your identification card as well as any information about which media you wish to report for.

Naturally we are able to offer you and your editorial department specialized interview partners. Should this be required, then please contact us for an appointment.

The press office will be setup from 22nd to 25th June near the entrance to the so-called „Vespa Village“ which can be found on the site of the CD-Kaserne, Hannoversche Str. 30 B, 29221 Celle. Further details to availability on site as well as a map of the area (including parking possibilities) will be sent with the accreditation.

All events will take place in the „Vespa Village“ – from the opening ceremony to various evening entertainment events, as well as the vendor area. The only exception is the Vespa Museum, which can be found in the Niedersächsischen Landgestüt Celle, only a few minutes walk from the CD-Kaserne.

Please find our first press release

„Vespa – a lifestyle of its own“

(Text page 2, photos page 3) attached, which you may use for coverage.

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VESPA WORLD DAYS
GERMANY, CELLE 2017

Vespa World Days 2017 – in Celle

Vespa – a lifestyle of its own

CELLE – When Vespa fans meet, then also to enjoy a way of life – that is: Dolce Vita is more important than speed. This will also be the case during the 53rd Vespa World Days in Celle. From 22nd to 25th June 2017 at least five thousand Vespisti from almost all European countries, as well as from further abroad, are to be expected in the old ducal town in the south of the Lueneburg heath. The patron of this event is the Prime Minister of the German state of Lower Saxony, Stephan Weil.

The Vespa was born 70 years ago in a part of Italy synonymous for Mediterranean living: in Tuscany, more precisely in Pontedera, near Pisa. “Vespa”, with more than 18 million scooters sold worldwide (with 150 different models), is just as much a part of Italy as Pizza & Pasta, Capri or Venice. Both then, and still today, the Vespa has always been best known for the wider rear and its slender middle.

The Vespa was a classic before the car manufacturers discovered the retro feeling and – reminiscent of the days of the economic boom in Germany in the 50s and 60s – placed the Mini, Beetle & co back in their showrooms. Talking of the Beetle: the Wolfsburg-designed car was just as famous as the Vespa, but never titled “heavenly” as was la dolce Vespa. The latter was blessed by the then Pope, Pius XII, on St Peter’s Square in 1953. That was also the year in which Audrey Hepburn and Gregory Peck raced through Rome on a Vespa in the (now a classic) film “Roman Holiday”.

Admittedly it is unlikely that there will be any Hollywood legends amongst the thousands of Vespa fans discovering Celle and the surrounding areas in June. The Vespisti won’t miss them anyway, especially as their VNAs, Sprints, Rallys, PX and all the other models, are their stars and riding them is pure happiness. The participants can take part in various daily tours – with two guides and a maximum size of 28 vehicles per group. According to the organizers of this international event, Ingo Weise, President of the Vespa Club Celle, and his partner on the board, Friedemann Vorwerk, there is something for everyone on offer: the windmill museum in Gifhorn, Herrenhausen castle in Hannover and much more.

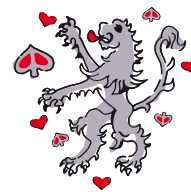
Those who enjoy a large parade will also be happy. On Friday and Saturday (23rd and 24th June) two large ride outs have been planned. These will leave from Celle and drive through the Lueneburg Heath with a police escort. Mr. Weise and Mr. Vorwerk expect a few thousand participants at these parades.

The state government, town politicians, the police as well as the local emergency rescue services are involved in this year’s Vespa World Days. In addition, the whole German Vespa community is on board: the German umbrella organization the “Vespa Club von Deutschland”, the Vespa World Club and also the manufacturer of the scooter, Piaggio. Celle, as host of this event, will be added to a long list of towns to have held it, a list that includes London, Mantua, St. Tropez, and, next year, Belfast.

Editorial note: Text length 3010 characters (with spaces)

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▲ Members of the Vespa Club Celle (VCC) in front of the old town hall in Celle

▶ Celle Vespisti during a ride out on the grounds of the former Cambridge Dragoner barracks (CD-Kaserne)

▼ Older or brand-new: a Vespa PX (left, from 1977) with 2 stroke engine and manual 4 gears as well as a current Vespa GTS (right) with a 4 stroke 4 valve engine, ABS and ASR

Photos: Florian Draxler, VCC



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