



## Vespa World Days 2017 – in Celle

## Press Information (2)

Not for publication: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 by sending an E-Mail to [press@vespaworlddays2017.com](mailto:press@vespaworlddays2017.com). Please send us a copy of your press 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 regarding availability on site as well as a map of the area (including parking possibilities) will be sent with the accreditation.

*Please note: Entrance for the press (with parking spaces): Im Werder 5, 29221 Celle*

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 second press release**

**„Vespisti get prepared – all around the globe – for Celle“**

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





## Vespa World Days 2017 (Programme)

### All around the globe – Vespisti are preparing themselves for Celle

CELLE – *This will be the highlight of the year for all Vespa-Fans – the 53rd Vespa World Days from 22nd to 25th June 2017 in Celle. In the former ducal residence town both participants and guests can expect a top class program: from the Concours d'Élégance to a Vespa acrobatic show, in addition guided tours to various sights and two parades through the Lueneburg heath there will also be a dealer's area which will cater for all Vespisti wishes, a Vespa museum which will show precious rarities and – every evening – music and dancing in the „Vespa Village“. But first things first:*

The “Vespa Village”, the dealer's area and the Vespa museum will open the morning of Thursday 22nd June. The official opening ceremony will be at 2pm, attended by Lower Saxony's Minister of Economy Olaf Lies, MdL. Many Vespisti will spend the afternoon on guided tours (or on a tour of their own) before closing down the day in the “Vespa Village”.

On Friday, 23rd June the show goes on. There will be a Vespa parade through the town and the surrounding areas, escorted by the police. The Concours d'Élégance is the perfect show for onlookers from near and far as well as being great fun for the participants. This will take place in the middle of the time-honoured old town (with over 400 timber-framed houses). The visitors will not only be able to see old or spruced up “wasps” but the drivers and their partners can be seen in outfits which fit the period, in which the Vespas were built.

Saturday, 24th June will not be a let down either. The Vespa parade on this day, also with a police escort, will go out into the Lueneburg heath. In addition the afternoon will see a treat for all: the “Vespa Oldtimerfreunde München” (the Vespa old-timer lovers, Munich) will present a one-of-a-kind Vespa acrobatic show – with five or even seven people on one scooter or with six or even nine people on three scooters. This group carries on a year old tradition, which sees its roots in the Fifties, when there were lots of acrobatic groups - and all of this with retro-clothing and background music from the time of the “Wirtschaftswunder” (economy boom).

Before all the goodbyes are said on Sunday, 25th June, there will be an open-air church service. The official closing ceremony will be at 2pm.

70 percent of the 5000 tickets for participants have already been sold. Vespisti from Scandinavia, Italy and Greece, from Russia to Portugal and even from Indonesia, the USA and Canada will be in Celle.

*Editorial note: Text length 2485 characters (with spaces)*

Vespa Club Celle e.V. – Press contact: Claire Vorwerk • E-Mail: [press@vespaworlddays2017.com](mailto:press@vespaworlddays2017.com) • Tel.: +49 (0) 151 10021163





◀ A rough guide to the „Vespa Village“. Note: the yellow and green areas are not part of the „Vespa Village“.

Picture: Vespa, VCC



▲ Members of the Vespa Club Celle (VCC) in front of the ducal castle, former home of the Braunschweig-Lüneburg family.

Photo: Florian Draxler, VCC

[More photos on page 4 ff](#) ▶

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Further enquiries: Tel.: +49 (0) 151 10021163



▲ *The Vespa Oldtimerfreunde München will present a top-class show.*

*Photo: Vespa-Oldtimerfreunde, München*

◀ *Amazing acrobatics – with up to twelve people – will be shown by the Vespa Oldtimer- freunde München.*

*Photo: Vespa-Oldtimerfreunde, München*



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▲ Members of the Vespa Club Celle enjoying the calm before the storm



Photo: Florian Draxler, VCC



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