



Vespa World Days 2017 – in Celle

Press Information (3)

Not for publication: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. 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 third press release

„Not only the Mona Lisa – Vespa has been declared a work of art “

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





Vespa World Days 2017 (a short history of the Vespa)

Not only the Mona Lisa – Vespa has been declared a work of art

CELLE – The pope blessed it as far back as 1953. Now, in the run up to the Vespa World Days 2017 in Celle, a Turin court has topped this: It declared the cult scooter – with all the models which have been produced since 1948 – to be a work of art. With this judgement the Italian judges put the Chinese plagiarists in their place. So how did the Vespa come to be a work of art and who was involved in the production of the cult scooters? Here a review of the historical aspects.

The origins: During the second world war, the Piaggio group, established 1884, mostly built military vehicles. Once the war was over, Enrico Piaggio - with his company - was left with nothing. His aeroplanes were no longer needed and Italy's economy had crashed.

Mobility was an important part of the reconstruction of the country. Low cost vehicles were needed – mass production of vehicles that could cope with the damaged roads of the late 40s. Piaggio's idea was born: to construct a vehicle with a body that could carry itself and with the engine connected to the back wheel. Direct drive - meaning: without a chain, belt or drive shaft.

The first prototypes were built as early as 1945. A patent for the name “Vespa” (wasp) was taken out in April 1946. The same year saw the mass production of the Vespa. And Enrico Piaggio knew immediately: an economic success would depend on intensive advertising. Hence various racing models were developed in the years up to 1950. These had a 125ccm engine, could reach a speed of up to 130 km/h and could be seen – month after month – winning scores of races and hitting the headlines. Piaggio's idea paid off: the number of Vespa drivers grew and grew.

But that wasn't enough: the first three-wheeler transporter, the Ape (Bee) appeared on the Italian market. The three-wheelers had Vespa engines and the first models had an open truck bed. These were perfect for transporting fruit and vegetables from the fields to the market. The Ape quickly became a well-loved “workhorse” for farmers, craftsmen and industrial workers, especially for short distances.

But back to the Vespa: its popularity also grew abroad. To start with the Piaggio company could cover all orders with its production in Italy, but by the start of the 50s, further manufacturing plants were needed. The idea of licensing plants was born.

The first company to build licensed models in Germany was the Hoffmann Company based in Lintorf near Düsseldorf. The demand was so high, that in 1950 and 1951 the vehicles were

Note for the editor: Text length 4518 Places (incl. spaces)

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





A Vespa from the 0 series, only 60 models were built in 1946. This model has a 98ccm one cylinder, two stroke, three-gear engine that is cooled by air flow. The vehicle shown here with the frame number 10031003 and the engine number 014 is the third Vespa ever built. As neither of the two previously built vehicles still exist, is this the oldest Vespa in the world. The market value of this roadworthy (!) vehicle: approximately 250,000 to 300,000 Euro.

Photos: Catawiki

sold out before they were even built. Piaggio terminated the agreement in 1954 because Hoffmann had increased the engine strength to five PS and hence the scooters built were more powerful than the models that could be imported from Italy. As a result Hoffmann went bankrupt at the end of 1954.

The second company to build licensed models was Messerschmitt in Augsburg. Like Piaggio, Messerschmitt also built aeroplanes during the Second World War and was looking for a new, successful, area of operations. The parts for the first models were delivered from Italy and assembled by Messerschmitt. Starting 1956 Messerschmitt produced its own Vespas. This production continued up until 1957. Then the agreement was ended because Piaggio founded the Piaggio Augsburg GmbH in Germany and built the models for the German market itself. Until 1960 the sales volume grew and grew. In the following years, the number of scooters needed declined as more and more potential customers could afford a small car. The production of Vespas in Germany was finally shut down in October 1963.

Other European countries also had Vespa-licensed manufacturers. The Douglas Vespa was built in England from 1951 onwards. The same year saw the French company A.C.M.A. (Ateliers de Construction de Motorcycles et Accessoires) start their Vespa production. The MISA plants in Belgium started their production in 1954. The Spanish Motovespa was built from 1956 well into the Seventies.

Starting in 1956, the Soviet Union built the Vjatka – but not licensed, so a pirate copy. These models looked similar to a Vespa but their quality couldn't even remotely be compared with the original.

Production in India started in the Sixties. The Bajaj Company took over the licensed production. The Indians have been producing their own models, with their own name Lohia Machinery Limited (LML), since 1972 up to the present day.

More photos, which show the most important models, see page 4 ff ►

Vespa 125, 1949 model

Length 1,655 mm

Width 790 mm

Height 950 mm

Weight 77.5 kg

Cubic capacity 124.798 ccm

Inside diameter 56.5 mm

Idle stroke 49.8 mm

Maximum Speed 70 km/h

Fuel consumption 2 l/100 km

Wheel size 3.50 x 8"

**Vespa GS 160, 1962 model**

Length 1,795 mm

Width 710 mm

Height 1.045 mm

Weight 111 kg

Cubic capacity 158.53 ccm

Inside diameter 58 mm

Idle Stroke 60 mm

Maximum speed 100 km/h

Fuel consumption 2.61 l/100 km

Wheel size 3.50 x 10"

**Vespa 50 (S), 1963 model**

Length 1,630 mm

Width 610 mm

Height 980 mm

Weight 70.5 kg

Cubic capacity 49.77 ccm

Inside diameter 38.4 mm

Idle Stroke 43 mm

Maximum speed 39,5 km/h

Fuel consumption 1.48 l/100 km



Vespa 150 Sprint, 1965 model

Length 1,770 mm

Width 670 mm

Height 930 mm

Weight 95 kg

Cubic capacity 145.45 ccm

Inside diameter 57 mm

Idle Stroke 57 mm

Maximum speed 94 km/h

Fuel consumption 2.3 l/100 km

Wheel size 3.50 x 10"



Vespa PX 150, 1977 model

Length 1,760 mm

Width 700 mm

Height 1.110 mm

Weight 104 kg

Cubic capacity 150 ccm

Inside diameter 57.8 mm

Idle Stroke 57 mm

Maximum speed 91 km/h

Fuel consumption 2.3 l/100 km

Wheel size 3.50 x 10"



Vespa GTS 250 I.E., 2006 model

Length 1,930 mm

Width 755 mm

Height 1.170 mm

Weight 158 kg

Cubic capacity 198 ccm

Inside diameter 72.0 mm

Idle Stroke 48.6 mm

Maximum speed 118 km/h

Fuel consumption 4.0 l/100 km

Wheel size – front: 120/70–12 51P, back: 130/70–12 62P

