



VESPA 80TH

EIGHTY YEARS AGO, A DREAM ON TWO WHEELS WAS BORN: THE VESPA. TODAY, VESPA CELEBRATES THIS EXTRAORDINARY MILESTONE WITH A SPECIAL SERIES WHICH EMBODIES ITS ORIGINAL SPIRIT, AS IT INTRODUCES THE VESPA 80TH: THE VESPA PRIMAVERA AND VESPA GTS GO BACK TO THEIR ROOTS, REIMAGINING THE STYLE, COLOURS AND DETAILS THAT CREATED A LEGEND.

AN EXCLUSIVE SERIES WITH A SPECIAL LIVERY ENHANCED BY HIGH-END DETAILS, DESIGNED FOR THOSE WHO SEE THE VESPA AS A TRUE SYMBOL OF FREEDOM.

THE VESPA PRIMAVERA 80TH AND VESPA GTS 80TH ARE TWO MODELS THAT ARE SET TO LEAVE THEIR MARK ON HISTORY, NOT ONLY IN CELEBRATING THIS SPECIAL BIRTHDAY, BUT ALSO BY BECOMING UNIVERSAL ICONS OF STYLE AND LIBERTY.

Over the years, the Vespa has come to interpret and express the era in which it is created, a symbol of style, freedom, innovation, performance and Italian creativity.

This iconic scooter has evolved into over 160 different models, maintaining the purity of its elegant lines and becoming synonymous with Italian style and elegance over time.

Now, as it prepares to celebrate its **eightieth** anniversary (the patent was filed on 23rd April 1946), the Vespa looks back at its origins with a special commemorative series, the **Vespa 80th**: the Vespa Primavera and the Vespa GTS revisit elements of the original bike's unique, inimitable style, blending timeless elegance with the best technologies from the current Vespa range.

The exclusive colour scheme of the Vespa 80th series features a special **Verde Pastello** green that evokes the spring of 1946, and the arrival of a two-wheeled vehicle that was about to take over Italy and Europe, riding the tumultuous, creative wave of a continent's rebirth after war. The shade of green selected is inspired by the colour code of the **very first single-colour Vespa models, retrieved from the historical archives**, harking back to the 1940s and one of the first iconic Vespa colours, later joined by many others, building its colourful universe over the decades.

The aesthetic language of the **Vespa 80th** series reflects the values of practicality and functionality that were at the core of a project that was as simple as it was revolutionary in the immediate post-war period: **the body colour is extended to a variety of details** such as the edges of the **front shield guard**, the passenger grab handle, the rear-view mirrors, the control units and the front suspension linkage. With its glossy finish, the bodywork is particularly striking, with satin-finish details.

As a result, this new model features a minimalist yet bold look, enhanced by other tone-on-tone elements in a darker green shade: the saddle, embellished with stitching, the rubber inserts on the footrest, the cover on the rear of the backplate and the handles.



The **rims** are also inspired by the first Vespas, beginning with the Vespa 98 from 1946. These are also painted in Verde Pastello, with a design that revisits the closed structure of the stamped sheet metal rims of the time. The rims are embellished with the inscription 'Est. 1946' and the channel has a diamond finish.

Finally, the Vespa Primavera 80th features a **cooling grille** on the left side, another detail that brings this model closer to its technical and stylistic origins.

The front shield guard features the legendary Vespa logo alongside a commemorative '80th' plaque, while the backplate boasts a badge with the '**80 years of Vespa Est. 1946**' logo, created to celebrate this key milestone.

The Vespa Primavera 80th and Vespa Gts 80th are exclusive models destined to go down in the history of the world's most famous and beloved scooter: a universal symbol of style, joie de vivre and freedom that will be celebrated in **Rome from 25th to 28th June 2026, in an event that is set to be the biggest Vespa party ever.**