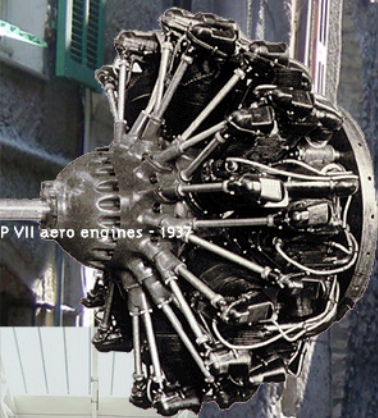




PIAGGIOvespa

The Beginning



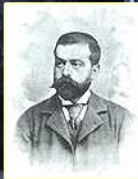
P VII aero engines - 1937



MC2 locomotive - 1936



Piaggio has been a distinguished innovator in the field of transportation for nearly 120 years. It was founded in Genoa, Italy in 1884 by **Rinaldo Piaggio** as a luxury ship building company. But by the end of the century, Piaggio was also producing rail carriages, luxury coaches, truck bodies, engines, and trains. During World War II, Piaggio's major production plant was completely destroyed by Allied bombers due to its military importance.



Rebirth

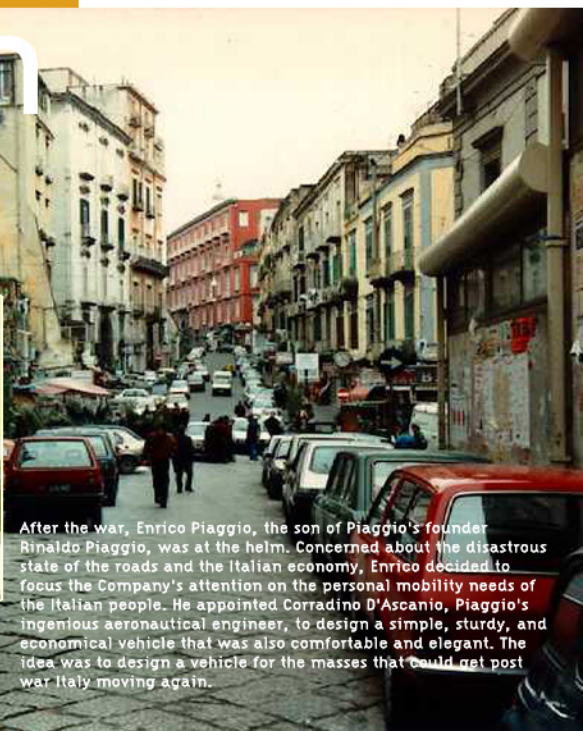


Enrico Piaggio



Corradino D'Ascanio

After the war, Enrico Piaggio, the son of Piaggio's founder Rinaldo Piaggio, was at the helm. Concerned about the disastrous state of the roads and the Italian economy, Enrico decided to focus the Company's attention on the personal mobility needs of the Italian people. He appointed Corradino D'Ascanio, Piaggio's ingenious aeronautical engineer, to design a simple, sturdy, and economical vehicle that was also comfortable and elegant. The idea was to design a vehicle for the masses that could get post war Italy moving again.



MP5

the prototype



Drawing from the latest aeronautical technology, Corradino D'Ascanio imagined a vehicle built on a "monocoque" (French for "single shell") or unibody steel chassis. Furthermore, the front fork, like a plane's landing gear, allowed for easy wheel changing. The result was an aircraft-inspired design that to this day remains forward-thinking and unique among all other two-wheeled vehicles.

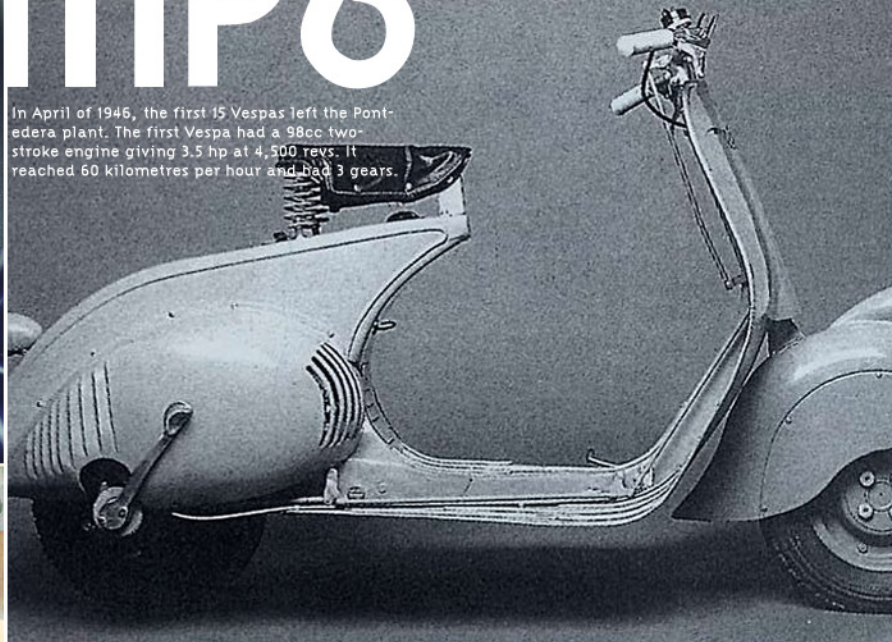


"The creation of a modern means of transport, with the popularity of a bicycle, the performance of a motorbike, the elegance and comfort of an automobile, is now reality." - Corradino D'Ascanio



mp6

In April of 1946, the first 15 Vespas left the Pontedera plant. The first Vespa had a 98cc two-stroke engine giving 3.5 hp at 4,500 revs. It reached 60 kilometres per hour and had 3 gears.



VESPA 125

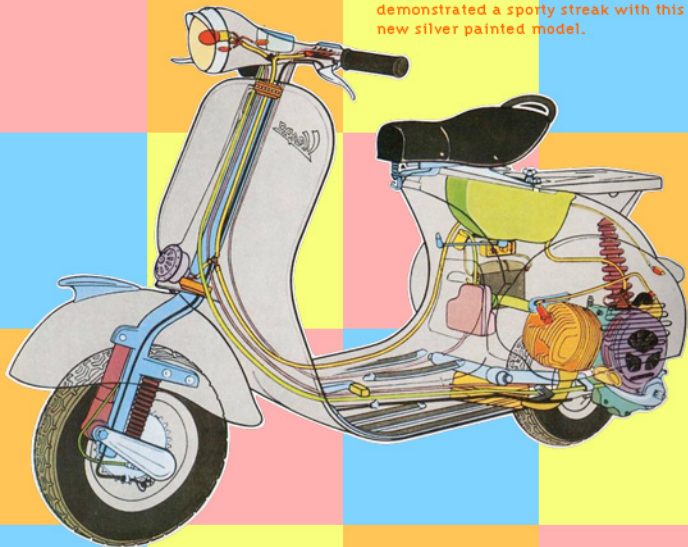


The black horn was fitted with a centrally mounted external adjuster screw



The front suspension had a new "pulled" wheel layout with a vertical spring aligned with the steering column.

The beautiful Vespa GS (Gran Sport) 150, produced in 1955, is one of the most admired production models. It is often indicated as the world's most elegant scooter and is snapped up by collectors. The GS's styling is sporty, deriving from the experience of Piaggio's racing team. For the first time the gear was four-speed. The elongated seat and large 10-inch wheels substantially modified the lines of the Vespa, which suddenly demonstrated a sporty streak with this new silver painted model.

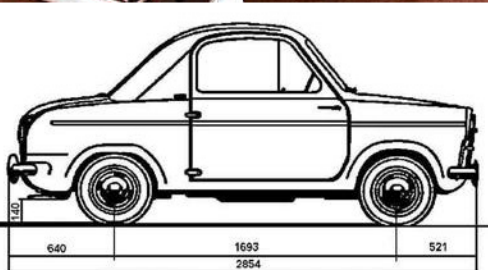
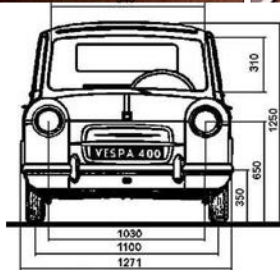


150GS

VESPA 400



The Vespa 400 was built in two and four-seater versions. Launched in 1957, it was made in Piaggio's French factories, with 30,000 units produced. In its brief career it also participated in the Montecarlo Rally in 1959. Its two-stroke, 394-cc engine and spartan equipment made the Vespa 400 a forerunner of the small utility cars that would invade European streets in the 1960s.



Vespa 50

The introduction in 1962 of a law requiring all vehicles with engines larger than 50 cc to carry license plates was a serious blow to the scooter industry. Piaggio's answer to this was immediate: in 1963 the Vespa 50 was launched.

*Engine: single cylinder, two stroke with rotating type distribution;
bore: 38.4 mm. (1.51 in.)
stroke: 43 mm. (1.69 in.)
displacement: 49.77 cu. cm. (3.03 cu. in.)
Gear-box: 3 - speed with constant mesh gears, twistgrip control on handlebar*

*Fuel consumption with 2% oil mixture
(183 miles per Imp. Gallon)
(153 miles per U.S. Gallon)
Range: 310 Km. (193 miles)
Maximum climbing gradient: 24%*



BOYS AND WEIGHT

*length: 1.63 cm. (64 in.)
width: 61 cm. (24 in.)
height: 115 cm. (45 in.)
weight: 90 cm. (30 in.)
106 Kg. (145 lbs.)*

*electrical equipment: flywheel magneto
horn; fnd in a.c. by the flywheel magneto
suspensions: front suspension with rubber
rear suspension with helical spring
and hydraulic shock absorber
brakes: expansion type
wheels: interchangeable - 2.3/4.9" tires*



2007



1976: Vespa PX is born, in the three "classic" 125cc, 150cc and 200cc engine displacements

U
P
P
P

1996: Vespa celebrates its 50th anniversary. The new generation Vespa is born with the introduction of the ET4 125cc model. ET4 125cc was the first vespa with a 4 stroke engine.

