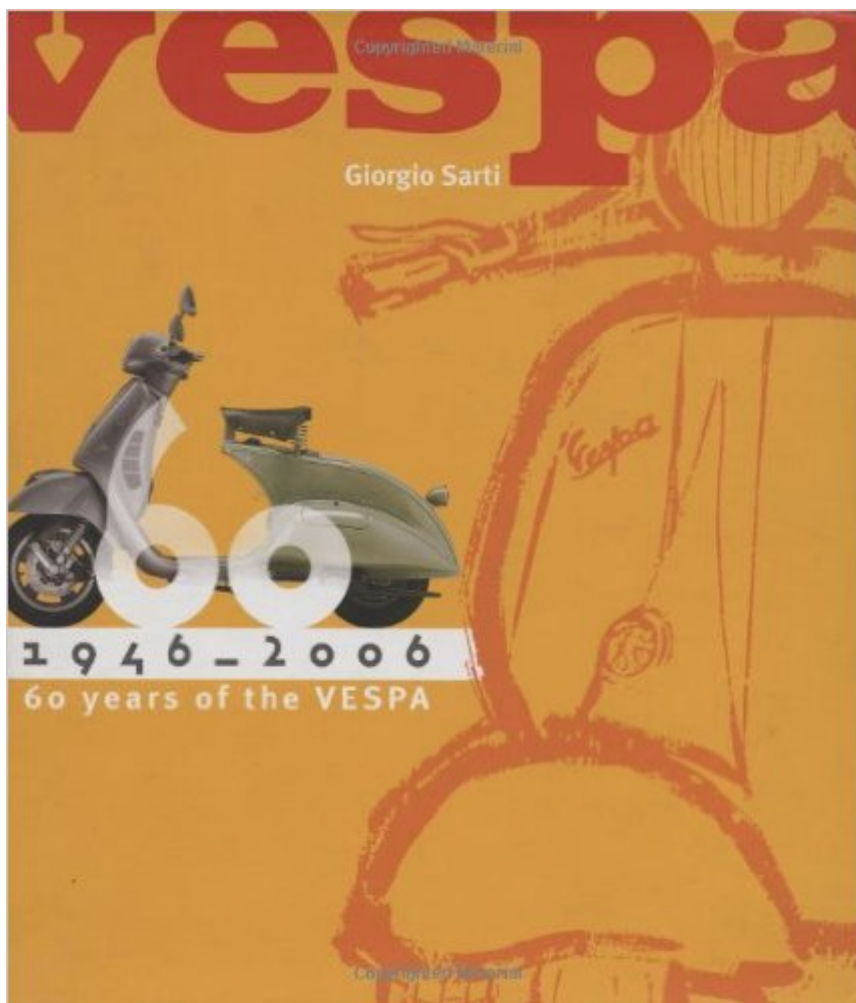


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# Vespa: 1946-2006: 60 Years Of The Vespa



## Synopsis

Now a venerable icon of Italian style, the internationally known quintessential scooter - the Vespa - was once a two-wheeled revolution, offering mobility to everyone. Today it has come to symbolize scootering status, style, and freedom. As Vespa reaches its 60s without showing a wrinkle, this book celebrates its decades of incomparable spirit. In glowing images and words, the book shows Vespa in its many guises; as the two-wheeled vehicle of the post-war economic boom; as the symbol of the forward-charging ideas of the 1960s; appearing in romantic films such as *Roman Holiday*; and promoted in delirious ads that claimed, "Whoever Vespas, eats apples." Decades of period ads and famous calendars are included, as well as technical and production information on every model ever built, including rare prototypes and variants. Each model is detailed in over 30 categories, from engine specs to production facts. Filled with stunning color photos and illustrations, the book is itself a stylish tribute to the iconic vehicle it celebrates. Author Giorgio Sarti knows Vespa, and this book is a thorough and thoroughly enchanting tribute to the scooter as it has sped through history, meaning something new to each generation, and in the process making its unique mode of personal transport synonymous with freedom. Officially licensed and includes a foreword from Piaggio Group President Roberto Colaninno.

## Book Information

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Transportation > History

## Customer Reviews

This is really a fun book. Its got pretty pictures, its got info, and it has a description of pretty much every Vespa ever made. I didn't say all Vespas, but pretty much all as collectors we have drooled

over. The book describes the legacy of Vespa all the way up to the GT60. Everything from airplanes, to ApÃ©, to outboard motors as well. It even has advertising throughout the ages, which should give a chuckle or two.

I gave this book as a gift to a Vespa owner...she was more than thrilled with it!!

A pesar de no conocer gran cantidad de libros acerca de la mÃ©tica mÃ¡quina italiana, esta obra entrega gran parte de la informaciÃ³n que todo verdadero entusiasta de la Vespa desea obtener: Historia completa (desde los orÃ©genes de Piaggio en el siglo XIX hasta los movimientos recientes de la empresa), desarrollo tecnolÃ³gico, presencia mundial, "cultura Vespa", modelos producidos aÃ±o tras aÃ±o (aunque al parecer refiere sÃ³nicamente los comercializados en Italia y Europa), muy buena cantidad de material grÃ¡fico y fichas tÃ©cnicas no muy profundas pero con informaciÃ³n suficiente para el aficionado promedio. El libro de Sarti, adicionalmente, se edita en un aÃ±o importante para la historia de la Vespa (ademÃ¡s de cumplirse seis dÃ©cadas de su desarrollo): aquel en donde la posibilidad de que se suprima la producciÃ³n del modelo PX con motorizaciÃ³n dos tiempos genera un crucial punto de quiebre para los amantes de los clÃ¡sicos. Muy buen formato, excelente impresiÃ³n. Algunos errores de continuidad.

Great detail and photos if you want to learn about Vespa history.

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