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Vespa



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Synopsis

Everything you need to know about the VespaÃ¢â ¬â •the iconic, stylish, and environmentally friendly scooterÃ¢â ¬â •is contained in this colorful and engaging volume. Vespa fans will delight in combing the pages of this history of the worldÃ¢â ¬â„¢s most recognizable scooter. Written in cooperation with the manufacturer, Piaggio, it tells the story of the scooterÃ¢â ¬â„¢s origins in postwar Italy, when the rebuilding of the country necessitated an affordable and modern means of transportation for the masses. Italian for "wasp,", the term Vespa caught on quickly, but the scooter achieved international stardom when Audrey Hepburn hopped on Gregory PeckÃ¢â ¬â„¢s Vespa in the film Roman Holiday. As a result, a vehicle originally designed as utilitarian came to symbolize style, freedom and romance. The book includes a gatefold listing the Vespa models from 1943 to today along with images of Vespas throughout the decades, including the most iconic designs as well as todayÃ¢â ¬â„¢s luxury editions. In colorful photographs and text this volume also traces the succession of technological and stylistic improvements that have helped maintain VespaÃ¢â ¬â„¢s status as one of the worldÃ¢â ¬â„¢s iconic scooter brands.

Book Information

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Customer Reviews

"The photos are fascinating and convey the feel of a foreign film." -- 04/16 AUTOWEEK --This text refers to an out of print or unavailable edition of this title.

Valerio Boni is a sports journalist with a passion for motocycles. He is currently senior editor of the

Italian magazine Panorama Auto. Azzurra Della Penna is a journalist who has worked for various Italian newspapers and magazines. She is based in Milan.

I have bought several books on Vespas. I don’t own a Vespa I’m simply interested in the stylish machine and how big an impact it has had. Despite the small format of this book, almost every photo is a full page. (And it’s chock full of photos.) This makes most of the images larger than the huge Vespa book by Mazzanti. I also found the writing to be particularly clear for an Italian writing in English.Not only is this book charming but it is amongst the better of all books on Vespa.

This is an amazing book. I have been a fan at a distance of Vespa Scooters for a while, but I was never very knowledgeable. This provides a great guide that brought me up to speed on the rich Vespa history.The book has a ton of full color photos that make it fun to just flip through, and plenty of information for when you want to sit down and read. Considering how hard it is to find an up to date in print book I think this is definitely worth checking out if you are a Vespa fan. It makes a great coffee table book too!

Got this for my father in law who has been considering getting 1! He loved this and has looked threw it several times! He says it’s a awesome book.. Very detailed.. Great pics and it’s a nice hard cover book for someone who has 1 or is considering.. He is no longer considering.. He’s getting!! :)

Beautiful book! Decent enough size to see the nice pictures too. Well written and informative.

Excellent illustrated history of the iconic Vespa covering the technical aspects, advertising history, model history and the social history. Beautiful reproductions of illustrations and art work.

Great picture and narrative.

Perfect condition. Excellent photos. Comprehensive.

Although the book is deceptively small, its contents are very comprehensive. Contained between its high quality hard covers is a comprehensive view of the Vespa history, current and former production models and associated marketing programs. It’s a very handy travel volume for those of us who love to strike up conversations about the world’s most popular scooter brand.

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