VESPA PRIMAVERA AND VESPA SPRINT **2024 PRODUCT BOOK**



01 A TIMELESS STORY History, life cycle

- 02 CUSTOMER PROFILE Demographic and psicographic information
- **03** THE NEW VESPA PRIMAVERA-SPRINT Concept, product description: top quality design, top class equipment, customer-centric approach, other features, technical specification
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VESPA PRIMAVERA-SPRINT RANGE Vespa Primavera, Vespa Primavera S, Vespa Primavera Tech, Vespa Sprint S

ACCESSORIES COLLECTION

Summary, accessories for Vespa Primavera and Sprint S Range

TIVELESS STORY



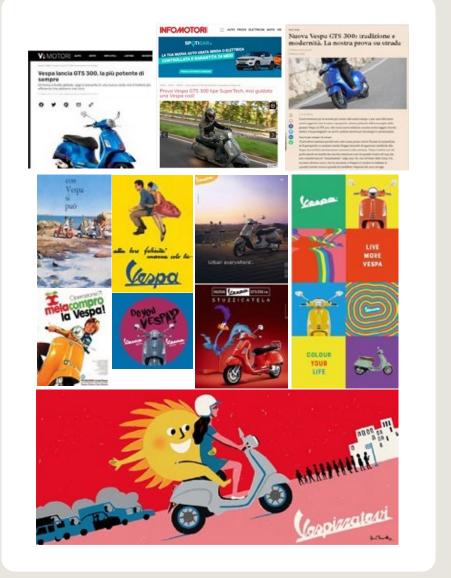
Since its debut in 1946, Vespa has embodied a zest for life and a desire to embrace the future in a post-war nation teeming with hope, new ideas and creativity. It has later become an icon of freedom and emancipation for young people all over the world, combining effortless and distinctive Made in Italy style with cutting-edge technology and innovation.







Vespa has won over entire generations with its charisma and unconventional flair transmitting freedom and a sense of rebellion. Through its rich history, Vespa has been the protagonist of cultural and social movements, songs, movies and works of art. It has dictated fashion trends and successfully transcended frontiers to conquer the world, becoming an icon of unique design, environmental awareness and "joie de vivre".







Vespa 125 Primavera 1968



Vespa Primavera today

The first version of Vespa Primavera appeared at the Milan exhibition in 1967 and was a revolution. Small, nimble, propelled by a perky engine, Vespa Primavera remained in production until 1982, becoming one of the most spectacular commercial victories in Vespa's history. Today, Vespa Primavera embodies the same values that made it successful half a century ago. Youthful, technologically advanced, dynamic, and environmentally friendly, Vespa Primavera is a modern bike, inheriting all the distinctive freshness of its ancestor.





Vespa 150 Sprint 1965



Vespa Sprint today

Vespa Sprint was born in 1965 replacing the traditional GL model with a rectangular headlight. It was launched in the 150 version with 4-speed gearbox of remarkable performance for the time, becoming a milestone in the Vespa range thanks to its modern, dynamic and sporty line that has remained unchanged for many years. Since then, Vespa Sprint has proven to be a success, moving through the 1970s, 1980s, and up to the present day.

CUSTOMER PROFILE

VESPA PRIMAVERA CUSTOMER PROFILE DEMOGRAFIC INFORMATION



THE VESPA PRIMAVERA CUSTOMERS ARE MAINLY NEW ADOPTERS

- Female (40%)
- Average 35-44 years old
- High education level
- Employee, manager and professional
- Average mileage: 18 miles/day, 1,118 miles/year
- Average age of the previous vehicle: 7 years



VESPA SPRINT CUSTOMER PROFILE DEMOGRAFIC INFORMATION



THE VESPA SPRINT CUSTOMERS ARE MAINLY NEW ADOPTERS

- Male (70%)
- Average 25-44 years old
- High education level
- Employee, manager and professional
- Average mileage: 16 miles/day, 1,615 miles/year
- Average age of the previous vehicle: 7 years



03-1=NEW VESPA PRIVAVERA AND SPRINT S

CONCEPT



The legendary Vespa shape has gone down in history. While preserving its unforgettable DNA, the brand is constantly evolving both in design and technology. The new Vespa Primavera and Vespa Sprint keep the current winning concept, dimensions and engines, but boost their perception of exclusivity and premium-ness by improving range differentiation and providing new aesthetic elements to satisfy the taste of each target segment.











D1 TOP QUALITY DESIGN Totally renewed, modern, distinctive, premium

02

TOP CLASS EQUIPMENT

A superior level in technological features

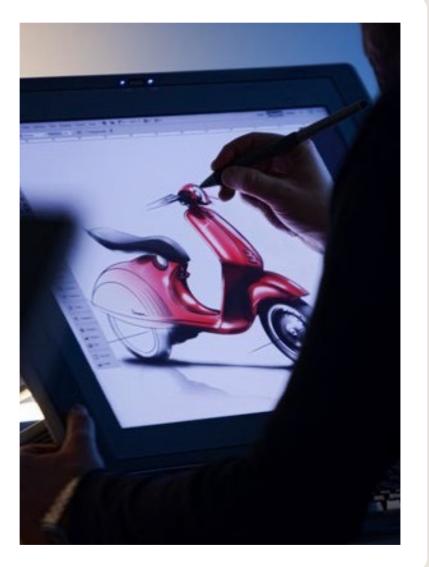
03

CUSTOMER-CENTRIC APPROACH

A Vespa for each customer and their own style/demands

PRODUCT DESCRIPTION TOP QUALITY DESIGN





ALWAYS ORIGINAL AND INSTANTLY RECOGNIZABLE

Vespa is a way of being and a state of mind, besides being a means of transportation. It embodies a unique approach to life: spontaneous, youthful, elegant, stylish and positively rebellious. Vespa Primavera and Vespa Sprint share this attitude. The Piaggio Design Center aimed at boosting the unique features and quality of each version, constantly experimenting with skillful touches and enhancements to highlight Vespa Primavera and Vespa Sprint strengths.

PRODUCT DESCRIPTION TOP QUALITY DESIGN



Vespa always stands out for the refinement and elegance of its finishing. Now, a careful and innovative study of the materials and details creates a surprising combination that enhances the different souls of Vespa Primavera and Vespa Sprint. These elements mix with one another to create sophisticated effects: elegant, sporty, premium.



PRODUCT DESCRIPTION TOP QUALITY DESIGN





DASHBOARD & BACKSHIELD

The handlebar is completely new, showing aesthetic improvements and conveying attention to detail. The new handgrips are the result of important ergonomics and functionality research, ensuring simpler and more immediate vehicle management.



THE LIGHTS

New LED technology enriches both Vespa Primavera and Vespa Sprint. The front, characterized by the round and square shape of the headlamp – a wellestablished element in the history of Vespa design, is now more modern and thanks to the full LED headlamps, new full LED position lights and turning indicators. At the rear of the vehicle, the new full LED tail lamp and turning indicators make the two models unmistakable.















FRONT VIEW







New crest on the mudguard (Vespa Primavera only)



New handgrips



air vents and details.

A classy and essential design for Vespa Primavera



A colored, modern and sporty tie design with new lateral air vents for Vespa Sprint S



LATERAL VIEW





New backshield and battery cover





New Vespa Primavera and Vespa Sprint S wheel rims design: 5-spoke grey rims for Vespa Primavera; 6-spoke glossy pastel black rims with a spiral pattern for Vespa Sprint S



REAR VIEW



Carefully selected seams, materials and texture give the saddle a well-refined image and communicate a dynamic outlook to convey the three souls of the new Vespa Primavera and Vespa Sprint S ranges: essential, sporty, and premium.





VESPA PRIMAVERA

VESPA PRIMAVERA S



VESPA SPRINT S



Mirror with fixing improvement

Switches housing with upgraded finishing



INSTRUMENT PANELS



The all-new instrument panels allow the complete control of all the main on-board information. They have been designed to offer more refined finishes with a higher level of perceived quality.



ANALOG - LCD INSTRUMENT PANEL

VESPA PRIMAVERA VESPA PRIMAVERA S VESPA SPRINT S



NEW ANALOG-LCD

The main instrument panel of the Vespa medium-body range represents a perfect combination of tradition and innovation, with new design that reflects both elegance and sportiness. The instrument panel is characterized by an analog-LCD display (3") which shows all the most important information in a simple and easy-to-read way. When turning on/off the vehicle, the display shows the "Welcome/Goodbye" message.

TRIP INFORMATION

Thanks to the practical MODE button positioned on the right side of the handlebar, it is possible to access the multifunction panel that provides the user with a series of useful information to manage the trip, such as instant and average consumption, maximum and average speed, total and partial odometer, range and status of battery charge.

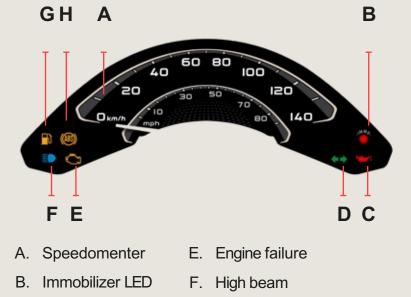
"VESPA MIA" CONNECTIVITY*

The digital instrumentation allows to manage connectivity, for example to signal the notification of an incoming call and message thanks to the dedicated icons and the two text lines (13 characters each).

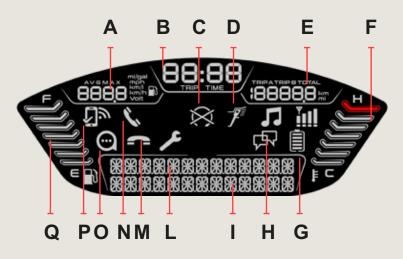


ANALOG - LCD INSTRUMENT PANEL

VESPA PRIMAVERA VESPA PRIMAVERA S VESPA SPRINT S



- C. Oil pressure
- D. Turn indicator
- G. Fuel reserve
- dicator H. ABS



- A. Multifunctional panel
- B. Clock (24h) / Travel time
- C. Warning engine ignition prohibited
- D. Side stand icon (provision)
- E. Odometer (total/partial) / Residual/mileage indicator (km/miles)
- F. Engine temperature
- G. Smartphone battery indicator

- H. Message notification (*)
- I. Information panel
- L. Service light
- M. Missed phone call (*)
- N. Incoming phone call (*)
- O. Smartphone connected to Vespa MIA (MIA logo) (*)
- P. Smartphone connected to Bluetooth
- Q. Fuel level



ANALOG - LCD INSTRUMENT PANEL

VESPA PRIMAVERA VESPA PRIMAVERA S VESPA SPRINT S



The MODE button allows to cyclically display information on the multifunction panel. To navigate the menu, just move the button to the right and left, and press the center button to accept the setting.

For example, by briefly pressing the MODE button to the left, the following information will be displayed:

- 1. Current consumption
- 2. Average consumption
- 3. Average speed

By briefly pressing the MODE button in the middle, the rider can set the language (Italian and English),

the brightness (if available) and manage the Vespa MIA system*.

* Vespa MIA sold separately. It's provided as standard equipment on Vespa Primavera Tech 50 only

ANALOG - LCD INSTRUMENT PANEL

VESPA PRIMAVERA VESPA PRIMAVERA S VESPA SPRINT S

The instrument panel has been designed to make the best use of all on-board connectivity functions. Through Vespa MIA* and Vespa App, with the connection between the vehicle and the smartphone, the rider has access to many functions, in complete safety, thanks to the notifications displayed on the LCD screen. The new instrument panel displays all the management and connectivity info:

- Incoming phone calls
- Missed phone calls
- Messages notification
- Music management













ANALOG - LCD INSTRUMENT PANEL: CONNECTIVITY

VESPA PRIMAVERA VESPA PRIMAVERA S VESPA SPRINT S



VESPA MIA FUNCTIONS*

These functions are not standard options as they are only available as an accessory with the addition of Vespa MIA.

- A. Incoming phone call
- B. Smartphone battery indicator
- C. Message notification
- D. Missed phone call

* Vespa MIA sold separately. It's provided as standard equipment on Vespa Primavera Tech 50 only



FULL LED LIGHTS



- New front and rear LED turn indicators
- New LED front and rear position lights
- New LED brake light
- LED headlamp

Thanks to the Full LED lighting system, the visibility of the vehicle is increased, especially at night. The advantage of LED lighting lies in high luminous efficiency, energy savings and longer life than the traditional bulb.

*European model shown



Vespa is a way of being and a state of mind, not just a means of transportation.

It's not simply a mobility tool but a reflection of personality, an extension of the rider's attitude. Vespa is the enabler and the enhancer of experiences, and the best commuter.



VESPA PRIMAVERA, THE CLASSIC

THE ORIGINAL ELEGANCE OF VESPA, ESSENTIAL AND SOPHISTICATED

The simplest Vespa for the ones who lust for the clean, authentic and straight-forward Vespa image.

- Evergreen, glossy and brilliant metallic colors, with an eye to the Vespa tradition and to the future
- Chrome plating that add elegance and brilliance
- Coordinated saddle















VESPA PRIMAVERA S, THE CONTEMPORARY

A CONTEMPORARY, FRESH LOOK THAT GIVES A TOUCH OF EXTRA STYLE AND FLAIR.

Aware of what Vespa represents, the customer wants a scooter that is easily recognizable by their peers, but which remains "faithful" to the Vespa heritage, with aesthetical features that makes the rider and passengers more comfortable.

- Dedicated finishes and graphics that add a bit of exclusive playfulness rather than pure functionality
- Trendy colors, that express a clean and fresh look
- Coordinated saddle











VESPA SPRINT S, THE SPORTY SOUL

INTRIGUING LOOKS WITH A STRONG SPORTY PERSONALITY

A Vespa that speaks about a grittier and more dynamic ride, for those who have a powerful and energetic attitude.

- Sporty look with glossy and matte colors
- Finishes and details with a touch of contrast
- Coordinated saddle
- Graphics that add to the sporty nature.















OTHER FEATURES



THERMAL ENGINE RANGE

Vespa Primavera and Vespa Sprint S are equipped with a complete, modern and efficient gas engine range:

- 150cc i-get 4 stroke, 3 valves, electronic injection engine, air cooled
- 50cc i-get 4 stroke, 3 valves, electronic injection engine, air cooled

These engines are the state of the art in terms of technology, performance, efficiency and fuel consumption.

They are already homologated Euro 5+.



|04|PRODUCT RANGE

PRODUCT RANGE



DIFFERENT SOULS FOR EACH CUSTOMER TASTE



VESPA PRIMAVERA

VESPA PRIMAVERA S

VESPA SPRINT S

VESPA PRIMAVERA



USA: 50cc - \$4,399 150cc - \$5,749

CAN: 50cc - \$4,845 150cc - \$6,095



H ENGINE 50cc-150cc i-get -Air cooled Euro 5+



MAIN TECHNICAL FEATURES

New Full LED lights Front/Rear New Analog-LCD dashboard Bike finder/remote seat opening (over 50cc only)





Connectivity provision VESPA MIA connectivity system as accessory

VESPA PRIMAVERA







CHROMED BODY FRAME



CHROMED CREST

MUDGUARD



CHROMED HEAD

LIGHT FRAME







CHROMED

FRONT TIE



NEW HANDGRIPS



CHROMED MUFFLER COVER

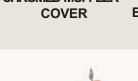








BLACK SADDLE WITH BLACK STITCH



A11

BLACK MATTE BACK-SHIELD COVER

CHROMED REAR HANDLEBAR

B04

BLACK SHOCK ABSORBER SPRING

GREY RIMS 5 SPOKES

V11



XN2

BLU ENERGICO DK

VESPA PRIMAVERA S



USA: 50cc - \$4,499 150cc - \$5,899

CAN: 50cc - \$4,995 150cc - \$6,195



50cc-150cc i-get -Air cooled Euro 5+



MAIN TECHNICAL FEATURES

New Full LED lights Front/Rear New Analog-LCD dashboard Bike finder/remote seat opening (over 50cc only)





Connectivity provision VESPA MIA connectivity system as accessory

VESPA PRIMAVERA S







GREY GRAPHITE BODYFRAME



CHROMED CREST

MUDGUARD



GREY GRAPHITE HEAD LIGHT FRAME



GREY GRAPHITE TAIL LIGHT FRAME



FRONT TIE

WITH BLUE GRIDS



NEW HANDGRIPS













CHROMED MUFFLER COVER

BLACK MATTE BACK-SHIELD COVER

GREY GRAPHITE REAR **GRAB RAIL**

BLACK SHOCK ABSORBER SPRING

GREY GRAPHITE RIMS 5 SPOKES

BLACK SADDLE WITH **BLACK STITCH**





NEW GIALLO CURIOSO L08



NEW BEIGE AVVOLGENTE Q01



NERO CONVINTO MATT NV

VESPA SPRINT S



USA: 50cc - \$4,599 150cc - \$5,999

CAN: 50cc - \$5,095 150cc - \$6,295



5+

50cc-150cc i-get -Air cooled Euro

MAIN TECHNICAL FEATURES

New Full LED lights Front/Rear New Analog-LCD dashboard Bike finder/remote seat opening (over 50cc only)





Connectivity provision VESPA MIA connectivity system as accessory

VESPA SPRINT S









BLACK MATTE BODY FRAME



BLACK MATTE TAILLIGHT FRAME



GREY TIE WITH

ORANGE GRIDS



BLACK SADDLE

WITH GREY

PIPING



NEW HANDGRIPS

BODY GRAPHICS



BLACK MATTE MUFFLER COVER



BLACK MATTE

BACK-SHIELD COVER



HANDLEBAR

LIGHT FRAME

BLACK MATTE REAR





BLACK RIMS WITH

6 SPOKES





BLACK MATTE DASHBOARD SPOILER



NEW BLU ECLETTICO A19



BIANCO INNOCENTE B04



NERO CONVINTO MATT NV



VERDE AMBIZIOSO MATT V03

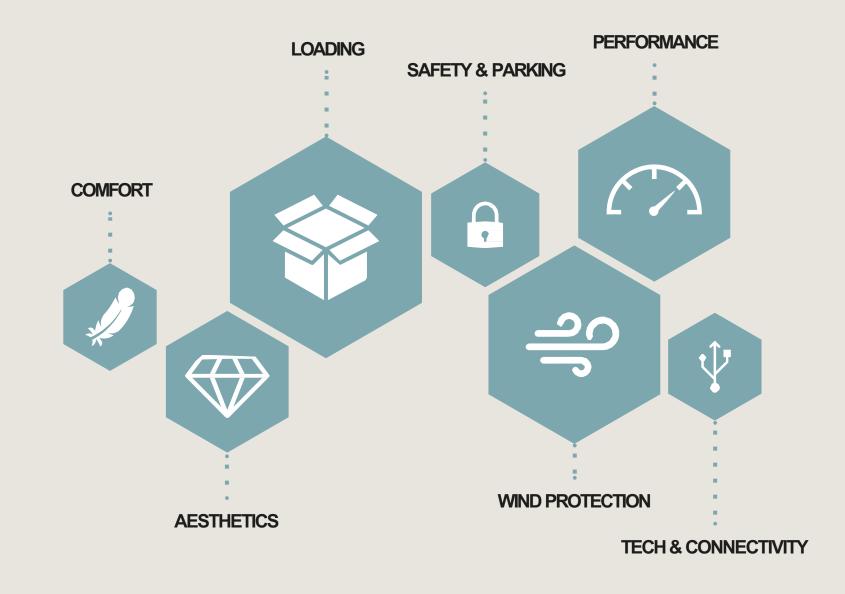


ROSSO CORAGGIOSO R7

05. ACCESSORIES COLLECTION

VESPA PRIMAVERA VESPA PRIMAVERA S VESPA SPRINT S







NEW PAINTED TOP BOX CM2729**

Painted top box, with backrest in the same material and finish as the saddle. Fresh, modern design complementing the soft, flowing forms of the Vespa. It can hold one Jet helmets ECE 22.06. Available in multicolor that matching vehicle. Backrests sold separately as accessories and available in the same material and color as the saddle. Top box support 1B000815 (Chromed) 606002M (Black) sold separately.

BACKREST CM273135 Vespa Sprint S CM273136 Vespa Primavera CM273138 Vespa Primavera S

Backrests available the same material and color as the saddle.

UNIQUE SELLING POINT

CONDOL

- CAPACITY: 1JET HELMET 22.06
- VEHICLE COLOR MATCHING
- INTEGRATED DESIGN
- BACKREST IN THE SAME MATERIAL AND COLOR OF SADDLE





1.LOADING

TOPBOX SUPPORTCHROMED 1B000815BLACK 606002M

The top box support is a functional accessory which has been designed with stylish looks to enhance the flowing form of the vehicle. High quality finishing ensures superior durability and style.



TOP BOX INNER BAG 605880M001

Inner bag for top box, uses as a practical bag for taking the contents of the top box and other personal effects with you.

REAR LUGGAGE CARRIER CHROMED 1B000789 BLACK 606001M

The rear luggage carrier is a functional accessory which has been designed with stylish looks to enhance the flowing form of the vehicle. High quality finishing ensures superior durability and style.









1.LOADING

FRONT LUGGAGE CARRIER CHROMED 1B000832 BLACK 606000M

It enrich the vehicle and can be used stand alone or in conjunction with the chromed rear luggage rack. This stylish accessory complements the looks of the Vespa and makes it even more unique.

NEW

FOOTREST CENTRAL RACK **CHROMED 1B011526 BLACK 1B011542**

Footrest Central Rack made with metal under special surface treatment to guarantee durability and maintain perfect aesthetic under all weather condition. Available in two different finishing chromed and black.

NEW

SPORT REAR RACK **CHROMED 1B007669 BLACK 1B010218**

Sport luggage carrier in black, made with metal under special surface treatment to guarantee durability and maintain perfect aesthetic under all weather condition.















2.AESTHETICS

PERIMETRAL BAR

FRONT CHROMED1B000927REAR CHROMED1B000928MUDGUARD CHROMED1B001121

FRONT BLACK1B001271REAR BLACK1B001279MUDGUARD BLACK1B001282

An optimal way to accentuate the unmistakable curvy body of Vespa. The front and rear perimetral bar combines the elegant design with protection and contributes to the unique Vespa figure, protecting bodywork elements against bumps and scratches.







2.AESTHETICS

NEW

HEADLAMP FRAME COVER (Only for Vespa Primavera range) CHROMED CM339202 EMEA

Headlamp Frame cover homologated and perfectly integrated with the vehicle.





3.WIND PROTECTION

Due to the best materials used (both screens and supports) and to the very strict tests before being marketed, original Windshield guarantee highest **quality** and **safety** level. All those items are designed and approved by Piaggio design Department which allows a perfect integration with the vehicle.





UNIQUE SELLING POINT

- 4 MM THICK SHIELD
- IMPACT RESISTANT
- INTEGRATED DESIGN
- UV RESISTANT



3.WIND PROTECTION (SPECIFIC FOR VESPA PRIMAVERA RANGE)

WINDSCREEN 1B001215 USA (DOT)

High windscreen made with high quality impact resistant methacrylate 4mm thick. Brackets finishing in line with the style of the vehicle. Offers effective protection against the weather and excellent visibility. Brackets and fixing system included in the kit.



FLYSCREEN KIT USA TRASPARENT 1B001213

Flyscreen made with superior quality impact-resistant methacrylate 4 mm thick. This small size screen offers effective protection and complements the style of the vehicle. Brackets and fixing system included in the kit.





3.WIND PROTECTION (SPECIFIC FOR SPRINT S RANGE)

WINDSCREEN

1B011180 USA (DOT) (Specific for Vespa Sprint S) High windscreen made with high quality impact resistant methacrylate 4 mm thick. Brackets finishing in line with the style of the vehicle. Offers effective protection against the weather and excellent visibility. Brackets and fixing system included in the kit.



NEW

FLYSCREEN MOUNTING KIT CHROMED 1B011887

Mounting kit with Brackets finishing in line with the style of the vehicle available in two different colour Black and Natural.





3.WIND PROTECTION (SPECIFIC FOR SPRINT S RANGE)

NEW

TRANSPARENT FLYSCREEN KIT USA (DOT)BLACK BRACKETS 1B011939CHROMED BRACKETS 1B011182 (Specific for Vespa Sprint S)Flyscreen made with superior quality impact-resistant methacrylate 4 mm thick. This smallsize screen offers effective protection and complements the style of the vehicle. Mounting kitwith Brackets finishing in line with the style of the vehicle available in two different colour Blackand Natural included.



4.COMFORT

NEW RUBBER FLOOR MAT 1B011402

Rubber mat anti-slip and waterproof. Black color with Vespa logo. Protects the paintwork of the footrest while offering excellent grip.



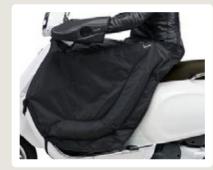
Simple and quick to fasten to the scooter. Made in waterproof fabric and with a thermal lining for excellent protection against the cold and rain. Integrated saddle cover and a useful aperture near the ignition switch.

HANDLEBAR MUFFS 605860M

Waterproof hand warmers with thermal lining offering excellent weather protection and embellished with metal Vespa logo. Make riding more comfortable in cold weather without compromising control feel and usability.



Cospor







ELECTRONIC ANTITHEFT DEVICE1D001770 USA

1D004644 Installation Kit Electronic Antitheft

New generation self-powered electronic anti-theft device, with improved sensibility and security operations developed specifically for Vespa, this original accessory provides an additional layer of security using latest technology certified by Piaggio. Multi-function remote control. Reduced energy consumption. CE homologated.

Non-invasive installation leaving Vespa looking clean and beautiful as original. Kit installation is required (code 1D004644 – sold separately) to function properly.

SIDE STAND 1C003206

Powder coated side stand. This easy to fit accessory supports the scooter securely, for simpler, quicker parking. Indispensable for use in the city. Security system that doesn't allow to start the vehicle when the side stand is down.



6000





5.SAFETY & PARKING

VESPA CHAIN (110 cm - 2.61 Kg) **606146M001** (140 cm - 3.20 Kg) **606146M002**

Chain with shackle in 12 mm diameter hardened steel, lock with reversible key, 10 mm square steel link drill-proof and pick-proof, moisture protection cover.

VESPA DISC BRAKE LOCK 606143M

Disc brake lock with 5 mm diameter lock pin, lock with reversible key, casing in special steel drill-proof and pick-proof, includes carrier bag and reminder.

VESPA U-LOCK 606140M

U-bar lock in 14mm diameter hardened steel, double lock system, reversible high security key.

OUTDOOR VEHICLE COVER 605291M002

Protects the vehicle against the weather and scratches. With openings for additional accessories and disposition for mechanic anti-theft. Rear transparent window for displaying plate. Vespa logo.











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