



THE VESPA GTV CELEBRATES 60 YEARS OF the most legendary two-wheeler of all time by reviewing and reinterpreting the trademark design and functional features of 1950s and 1960s Vespas.

A few years after it was originally launched, the name of this unique, innovative product would come to symbolise Europe's post-war reconstruction. Over the decades, the Vespa would become an icon of youth culture, a means for women to mark their independence and an emblem of Italian style and design worldwide.

The Vespa was a product of technical genius in the aeronautics sector, where design was indissolubly linked to function. Over the years, the Vespa's design and technical evolution have left the original stylistic and mechanical concepts untouched.

Now, 60 years on, the Vespa continues to be an innovative product and an example of industrial design par excellence in terms of styling and production technology. The passing decades have turned the Vespa's strong concept, expressive styling and unequalled success worldwide into an icon featured in countless films, photographs, advertising campaigns and art and design exhibitions.

Last year, the Vespa's 60th birthday was marked with the launch of the extraordinary new

Vespa GTV. Cleverly reinterpreting some of the typical design and technical elements of vintage Vespas, particularly 1950s and 1960s models, the Vespa GTV pays homage to this iconic product, the result of pure Italian creativity and industrial culture.

The Vespa GTS was the perfect base on which to carry out this styling exercise. The steel load-bearing body, an element of continuity and the trademark feature of the Vespa, which sets it apart from any other scooter, has never been changed and this Vespa is no exception. The changes made to come up with the GTV concern all the details that have been modified over the years to keep up with technological and design trends in various periods.

On the very first prototype in 1946, the headlamp was positioned on the front mudguard, moving to the handlebar in the mid-1950s. By placing the headlamp on the front mudguard once again, the Vespa GTV makes a clear reference to the origins of the Vespa, while the size and the lamp surface resemble the modern styling of the Vespa GTS.

A similar change has been made to the handlebar; a simple, visible metal tube on the very first Vespa prototype. The GTV also uses a "naked" handlebar, which has a modern motorcycle-type look. The round analogue



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speedometer-mileometer has relatively retro graphics, plus a digital ride-information display.

The saddle, another feature that has changed considerably on Vespas over the years, has been comprehensively redesigned. As on the earliest Vespas, the GTV saddle is split into two distinct parts, one for the rider and one for the passenger. The genuine leather saddle has visible stitching, emphasising the detail on this vehicle.

A dual rear shock absorber, two disc brakes and big 12" wheels: the Vespa GTV has all the Vespa GTS's technical equipment.

The paint on the vehicle also recalls Vespa history. Like all the early Vespa prototypes, painted an aeronautic grey, the GTV is grey — albeit a warm, modern shade of iridescent metallic grey called Avio Grey — to enhance the size and styling of its steel body.

The 250cc Vespa GTV engine is an avant-garde new Quasar 250 with electronic injection providing immediate throttle response. The Vespa GTV 250 is fun to ride and quick off the mark, offering smooth and cost-effective running.

You can view or test drive the Vespa GTV Scooter at Revolution Scooters on 5571 2595.