

(VESPA PRIMAVERA) RED

MARKET: USA & CANADA

**DATE: JULY 14th,
2020**



NEW (VESPA PRIMAVERA) RED MY21, NOW AVAILABLE

Dear Dealer,

We are extremely happy to announce the new (Vespa Primavera) RED is now available!



RED

POWE(RED) BY LOVE

NEW (VESPA PRIMAVERA) RED MY21, NOW AVAILABLE

For the fourth consecutive year, **the Piaggio Group renews its partnership with (RED) by presenting the new Vespa Primavera 50cc & 150cc (RED) project.**

Millions of people and the world's most iconic brands come together with (RED) to participate in an enormous challenge, **to definitively beat HIV/AIDS**. Since its foundation in 2006, (RED) has contributed more than 500 million USD to the Global Fund for the fight against HIV. (RED) funds have already had an impact on more than 110 million people thanks to prevention and treatment activities and consultancy and support services, with a focus on countries where HIV is often passed from mother to child. **Thanks to collaboration with Vespa, the Piaggio Group has also contributed to bringing (RED) and support for the Global Fund to India, one of the countries most affected by the problem.**

For each (VESPA PRIMAVERA)^{RED} sold, \$100 will be donated to the Global Fund to fight AIDS with (RED). That's enough to provide more than 500 days of life-saving HIV/AIDS medication in sub-Saharan Africa. That same medication prevents a mother living with HIV from passing the virus to her unborn babies.

Vespa is proud to be a partner of (RED)

vespared.com



NEW (VESPA PRIMAVERA) RED MY21, NOW AVAILABLE

(Vespa Primavera) RED is **powered by a modern 50cc & 150cc four-stroke single cylinder i-get engine, air cooled and equipped with electronic injection and 3 valve distribution.**

A remarkably environmentally friendly engine capable of performance at the top of its category. Values that, combined with the proverbial light weight typical of all Vespas, make **the Vespa “small body” particularly lively both in city traffic conditions and on the open road.**

The (Vespa Primavera) 50 & 150 (RED) **has its entire steel chassis painted in the characteristic Red Dragon color**, which elegantly envelopes the livery as well as **adorning the wheel rims, making for a truly unique and immediately recognizable model.**

Attention goes beyond the pure aesthetics though, to focus on design details that are typically Made in Italy. **The comfortable, ergonomic (Vespa Primavera) RED seat is created in nubuck leather.**



NEW (VESPA PRIMAVERA) RED MY21, NOW AVAILABLE



Vespa®

NEW (VESPA PRIMAVERA) RED MY21, NOW AVAILABLE



Vespa®

NEW (VESPA PRIMAVERA) RED MY21, NOW AVAILABLE



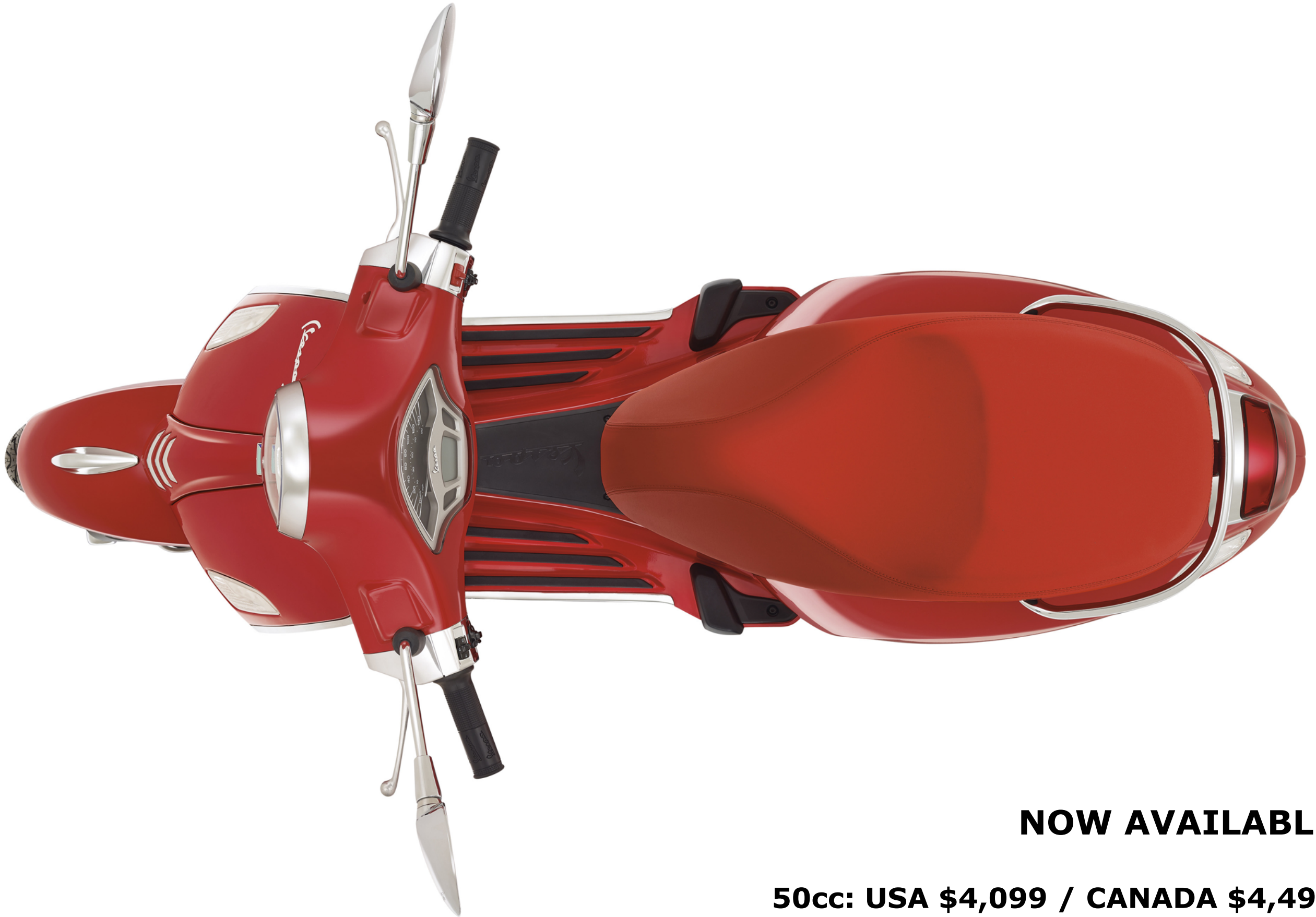
Vespa®

NEW (VESPA PRIMAVERA) RED MY21, NOW AVAILABLE



Vespa

NEW (VESPA PRIMAVERA) RED MY21, NOW AVAILABLE



NOW AVAILABLE

50cc: USA \$4,099 / CANADA \$4,495
150cc: USA \$5,449 / CANADA \$5,745



NEW (VESPA PRIMAVERA) RED MY21, NOW AVAILABLE

WE RIDE WITH
BEAUTY

BEAUTY MAKES THE WORLD BETTER



DOWNLOAD THE CONTENTS, VIDEO NAD PICTURES

[CLICK HERE TO DOWNLOAD](#) THE CONTENTS AND USE THEM
ON YOUR DIGITAL AND SOCIAL PAGES!



POWE(RED) BY LOVE

THANK YOU!

A large, solid teal-colored shape that starts as a thin curve on the left edge and sweeps across the bottom half of the image towards the right. The background is a solid bright pink color.