



Vespa Harnesses the Power of the Dragon

A legend. A myth. An icon. Heritage and avant-garde, ancient tradition and modern mastery seamlessly merge in this limited-edition Vespa 946 Dragon and exclusive Varsity Jacket.

Vespa, the timeless icon of Italian lifestyle and a free spirit, ushers in a new era debuting the exclusive limited-edition Vespa 946 Dragon and matching varsity jacket in honor of the Year of the Dragon.

Vespa brings its distinctive Italian edge on the road, harnessing the power of the dragon, a mythological creature that holds unparalleled force and is regarded as an omen of prosperity, with a dedicated Lunar New Year celebration event in Hong Kong on January 24.

The Vespa 946 is reimaged in a golden hue for the exclusive Dragon collector's edition, embodying the fierce spirit of the scooter.

Available in a limited run of 1888 items, the model is emblazoned with a vibrant emerald green dragon motif that snakes around the livery.

Hand-crafted in Italy and leveraging cutting-edge technology, the bold design of the Vespa 946 Dragon marks a coming together of cultures, innovation and sophistication, telegraphing a distinct sense of energy and power.

To commemorate the launch and pay homage to the Lunar New Year, Vespa is also releasing its inaugural fashion item. The exclusive Dragon Varsity Jacket celebrates the legendary status of the iconic scooter and reflects its signature combination of style and legacy.

Drawing from the Vespa 946 Dragon's design, the ribbed wool and nappa leather-sleeved varsity jacket features a dragon motif in emerald green alongside prints and embroideries on the left pocket and back panel. The jacket's front panel features Vespa's iconic V monogram accompanied by an ancient Chinese proverb.

The exclusive collection, crafted from high-end materials and featuring innovative and luxurious details, echoes the bold ethos so central to the Year of the Dragon.

@vespa
#VespaDragon

Vespa

It was 1946 when Vespa made its debut on the roads of a Europe devastated by the recent conflict but, equally, full of creativity and a desire for renewal. After seventy-seven years of history and over nineteen million scooters, Vespa is a global reference for style, elegance and technology. A brand known and loved all over the world that, with almost two million vehicles produced in the last decade, is experiencing one of the most fortunate and dynamic periods in its story www.vespa.com

Piaggio Group

Established in 1884, the Piaggio Group is Europe's largest scooter and motorcycle manufacturer and one of the world leaders in its sector. It has been listed on the Italian Stock Exchange since 2006 (PIA.MI) and has three main lines of business: 2 and 3 wheel vehicles (scooters and motorcycles), light commercial vehicles and the robotics division (Piaggio Fast Forward) in Boston. The Group portfolio includes some of the best-known and most iconic light mobility brands, such as Piaggio, Vespa, Moto Guzzi, Aprilia, Ape and Piaggio Commercial. With more than 6,600 employees, the Piaggio Group markets its products in over 100 countries and has eight manufacturing plants, in Italy, India, China, Indonesia, Vietnam and America. The Group also has four R&D centres with around 1,000 employees. Piaggio Group www.piaggiogroup.com

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