

Vespa®
946





**Do you
VESPA?**
A WORK OF ART.
THE NEW VESPA 946 BELLISSIMA.



S T Y L E

The history of art is the history of objects; above all, it is the history of ideas. In the Vespa 946, ideas acquire physical form in their own right. They begin as a pure expression of a style synonymous, in the minds of millions of travellers and devotees, with freedom of movement and expression. They develop into lines, shapes and colours that have more to do with design than industrial production. With the result that the Vespa 946 establishes new absolute aesthetic standards that have already gone down in the history of the two-wheeler.

S T A T E O F T H E A R T

Great design takes its inspiration from great ideas. There are two ways to break new ground. One approach is through continuity, the evolution of a successful idea. The opposite approach is to engineer innovative materials, which are then moulded to the requirements of the designer. With the Vespa 946, Piaggio has successfully grafted welded steel and aluminium on to a bearing frame that has made history. The result is a triumph of lightweight aerodynamics, in a pure contemporary design.





M E T A L L I C
G R E Y



M E T A L L I C
B L U E



D E T A I L S

Never let yourself be swayed by fluctuating fashions: this is the secret of the greatest designers. For this reason, the Vespa 946 enhances the classic values of tradition: the shape of the handlebar, the proportions of the fairing and the sheer curves of the two-seater saddle all take their cue from the earliest drawings. The only fluctuation allowed here is the personality of the rider: for people who prefer a purer sporty style, a simple gesture transforms the saddle into a single seater. Aesthetic Illumination turns into Practical Experience.

E V O L U T I O N



Truly successful design steers a course between technology and consumption, remaining true to its purpose. The Vespa 946 is rooted in the aerodynamics of the original MP6 prototype, yet it embraces the user-friendly focus of new millennium projects. Because the new concept in taste is not something that can be developed. It is simply achieved.



H A N D - M A D E

The Vespa 946, on the other hand, is art applied to mass production: from the press shop to tumble finishing, from the first stitching on the handle grips to the final polish, every process is performed by hand, as if the factory were an artist's studio. Because the craftsman is an artist.



A C C E S S O R I E S

For the Vespa 946 too, the importance of technical and sensorial transformations in design has generated a wealth of quality accessories. From the bags to the handle grips and protective covers, every item has been designed, developed and tested with the same attention to detail as the Vespa 946 itself. Like collectors of rare objects, the owners of this work of art can continue to lavish care on their Vespa 946. An exercise in style first, and a privilege.



V E S P A 9 4 6

TRADITION AND INNOVATION

Steel plate frame with aluminium elements
(wheel hubs, handlebar, side panels, front mudguard, mirror bracket and saddle support)

MAXIMUM SAFETY

ABS braking and ASR traction control

ECO-SUSTAINABILITY AND COST-EFFECTIVENESS

3V electronic injection engine, best-in-class containment
of fuel consumption and emissions

TECHNOLOGY AND STYLE



Full LED lights and indicators, full LCD instrument panel



COMPANY WITH
QUALITY SYSTEM
CERTIFIED BY DNV
= ISO 9001 =

COMPANY WITH
ENVIRONMENTAL SYSTEM
CERTIFIED BY DNV
= ISO 14001 =

COMPANY WITH
SAFETY SYSTEM
CERTIFIED BY DNV
= OHSAS 18001 =

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A BETTER LIFE FOR THE
CHILDREN OF THE WORLD

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