



SALSOMAGGIORE TO WELCOME EUROAPE 2018 FROM 21 TO 23 SEPTEMBER

APE CELEBRATES SEVENTY YEARS WITH A LARGE-SCALE RALLY AND TWO NEW PRODUCTS: THE NEW APE 50 EURO 4 AND APE CALESSINO 70°

Salsomaggiore Terme (PR), 21 September 2018 - **Ape celebrates seventy years of success and charm. No commercial vehicle can boast a history quite like that of Ape, renowned across the world for its unrivalled versatility, a three-wheeler that has always kept pace with the times, transporting a working Italy.**

Already produced in 1947, just a few months after the Vespa made its debut, Ape hit full production in 1948 and today, seventy years later and thanks to production in the Piaggio factories of **Pontedera** and **Baramati** in India, it has a global spread, across European countries as well as emerging Asian markets.

For three days, from **Friday 21 to Sunday 23 September**, **Salsomaggiore** will serve as the stage for EuroApe 2018, an event that will bring together a fun and colourful "swarm" from all across Europe, ready to celebrate and christen the **new Ape 50 Euro 4** and a special limited edition version, the **Ape Calessino 70°**.

Organised by Ape Club d'Italia in collaboration with Piaggio Commercial Vehicles, and with the support of the city of Salsomaggiore Terme, the event's beating heart will be the **Ape Village** and the **Ape Club Lounge** (open from the morning of Saturday 22), which will involve the enthusiastic Ape fans with a schedule packed with activities spanning the entire weekend.

In line with the values of Ape, a symbol of industriousness, friendship and life in the open air, **EuroApe 2018** will welcome the "Ape swarm", a colourful procession of three-wheelers that will arrive in Salsomaggiore just as the event gets underway, as well as teams participating in the integral "Apeggiando per l'Italia", an on the road trip around Italy that will conclude at EuroApe. Over the weekend, the Ape Village will serve as the starting point for a number of evocative trips and guided tours to discover the local area.

The real stars of EuroApe 2018 will be the **Ape 50 Euro 4** and **Ape Calessino 70°**, both of which make their debut during this very event:

Ape 50, a winning presence on our roads since 1969, is the world's most compact commercial vehicle, and can be driven from the age of 14 with an Italian provisional licence. It now gets a new look, with **an innovative 50 cc two stroke electronic injection engine** - able to respect the strict **Euro 4** emissions standard without sacrificing performance - and a number of technical and design updates that enhance its natural **practicality and versatility**.

Ape Calessino 70° is a special version, comprising just 70 numbered units, of the Ape Calessino, famous around the world for its unmistakable glamour. This new model celebrates the seventieth anniversary of Ape. A dedicated *neptune blue* colour scheme and refined details enhance this elegant version, a tribute to the history of a vehicle with unique personality, the perfect blend of modernity and typical Italian tradition.

Ready to enrich the EuroApe experience with their own stands are prestigious partners with whom Piaggio has developed interesting projects that will allow Ape enthusiasts to (re)discover the heritage and original lifestyle connotations of this congenial Italian icon: Depot, which will liven up Saturday with a pop-up barber shop where visitors can try the special line of men's products inspired by Ape, Deus Ex Machina with Ape The Ganzo, the special customised vehicle and partner of Deus CycleWine, a



travelling event dedicated to lovers of vintage bicycles and fine wines, and Giorgio Nada Editore, with a new book that traces the history of the three-wheeled legend.