

THE INTERNATIONAL RELEASE OF *LUCA*, THE FIRST DISNEY AND PIXAR FILM TO BE SET IN ITALY

VESPA ACCOMPANIES THE MAIN CHARACTERS IN THEIR SEARCH FOR FREEDOM.

ICON OF STYLE AND ELEGANCE, WITH MAJOR APPEARANCES IN MORE THAN 1,400 FILMS, VESPA PROVES A TRUE MOVIE STAR ONCE MORE, ALSO ON THE BIG SCREEN.

Milan, 21 June 2021 – The eagerly anticipated new **Disney and Pixar** feature film *Luca*, the first to be set in Italy, had its international release this weekend and can be streamed by all Disney+ subscribers.

The fantastic setting for the characters' adventures is the **Cinque Terre** area of the Italian Riviera in Liguria and the natural elements that contribute to its beauty. Another part of the cultural landscape is **Vespa**, the world's best-loved and most famous scooter, a companion on the adventures of main characters Luca and Alberto to discover the world.

Vespa has always known how to transport its fans into a carefree world bursting with colour capable of making us dream. But it has also always been synonymous with exuberance, able to "put things in motion". That's the same positive energy you can detect in the film, about the kind of friendship that helps us grow and ultimately develop into better versions of ourselves, and Vespa is a constant presence in the story that symbolises this positive message.

This special partnership, in which **Vespa** tugs at the heartstrings of children and adults alike, comes in the very year that **the scooter celebrates its 75th birthday**, having proved capable of becoming an international icon of Italian style. Vespa is a natural fit for its role in the film: it represents unbridled freedom for the main characters as they experience life on the surface.

Appearing in more than 1,400 films, **Vespa** has always enjoyed a special relationship with cinema, which has played a major role in establishing this legendary brand. Its first screen appearance was in the 1950 Italian film *Domenica d'agosto*, but Vespa was to become an international status symbol in *Roman Holiday* (1953) by William Wyler through the famed sequence with Audrey Hepburn and Gregory Peck taking on the Roman traffic astride a Vespa 125.

Countless actors and actresses have ridden Vespas, and no fewer films – be they comedy, drama, action or social commentary – see the scooter play a cameo, when indeed it doesn't actually take a star turn. This includes *Caro Diario* (1993) by Nanni Moretti, in which the star rides a 150 Sprint for an entire episode (entitled *In Vespa*, in fact), *Alfie* (2004), in which Jude Law breezes through the streets of Manhattan on his white-blue Vespa, and *The Interpreter* (2005) by Sydney Pollack, with Nicole Kidman using her yellow Vespa as her preferred means of transport on the streets of New York.

That's not to mention authentic cult films from youth culture, such as *Quadrophenia*, *Absolute Beginners* and *American Graffiti*, and blockbusters like *The Talented Mr. Ripley*, *102 Dalmatians* and the more recent *Transformers 5 - The Last Knight* and *Zoolander 2*.

Vespa also features in spectacular animated films, including *Ratatouille* (2007), *Madagascar 3* (2012) and *Big Hero 6* (2014). It also made an unforgettable appearance in the eighth season of *The Simpsons* (1996), and many other TV series, with *Romanzo Criminale* and *How I Met Your Mother* among the most well-known.

LUCA

Set in a beautiful seaside town on the Italian Riviera, the original animated feature *Luca*, from Pixar and Disney, is a coming-of-age story about a boy who spends an unforgettable summer packed with ice cream, pasta and endless scooter rides. Luca's fellow adventurer is his new best friend Alberto, but there's a deep, closely guarded secret that threatens all the fun: they're 'sea monsters' from another world, found just beneath the water's surface. *Luca* is directed by Academy Award® nominee **Enrico Casarosa** (*La Luna*) and produced by **Andrea Warren** (*Lava*, *Cars 3*).