



## INTRODUCING “THE SOUND OF EUROPE TOUR”, AS VESPA TAKES CENTRE STAGE IN SUMMER 2019

**THE ICONIC VESPA IMAGE COMES TO EUROPE'S MOST FASHIONABLE CITIES: BERLIN, MILAN, AMSTERDAM, PARIS AND MADRID**

**A POP-UP INSTALLATION IN THE HEART OF THE CITY, A SOUNDTRACK FROM DJs MERK & KREMONT, PLENTY OF ENTERTAINMENT AND TEST RIDES OF THE VESPA RANGE, PARTICULARLY THE STAR OF THE TOUR, VESPA ELETTRICA**

*Milan, 15 May 2019* - Vespa takes centre stage in summer 2019, heading on tour to Europe's most glamorous capitals like a true rock star.

**The Sound Of Europe Tour** is a brand new event formula, which perfectly interprets that Vespa modernity and will bring that Vespa elegance, style and music firstly to Berlin, and then to **Milan, Amsterdam, Paris and Madrid**.

Five exciting events, a truly unique experience for all fans of an extraordinary brand. Vespa takes all of its charm and style on tour to offer plenty of music and also fun with Vespa Elettrica test rides and extraordinary temporary stores that showcase the legend that is Vespa.

A rich programme of engagement activities promises fun and entertainment, while the Milan, Paris and Amsterdam events will come to life with a concert from **DJs and producers Merk & Kremont**. Three big nights set to the electronic music beats of two artists cited among the world's 100 best DJs. The Italian date is set for 7 June at the Milan Giardino della Triennale.

Among the wide-ranging and very modern Vespa range, the star of the tour, it is the Vespa Elettrica that stands out, the true queen of summer 2019.

Exhibited in the temporary stores like a real work of art on two wheels, a unique blend of classic, timeless lines and the most advanced, environmentally friendly technology, Vespa Elettrica will also be available for an unforgettable test ride through the centre of Europe's most fascinating cities, the perfect environment for Vespa Elettrica, with its easy, pleasurable riding, brilliant pickup, and autonomy of up to 100 km.

The five stages of **The Sound Of Europe Tour by Vespa** in Europe's most glamorous cities:

- Berlin: from 18 to 25 May - Mall of Berlin
- Milan: from 31 May to 9 June - Triennale and Piazza del Cannone (Live DJ Set 7 June - Giardino della Triennale)
- Amsterdam: from 14 to 30 June
- Paris: from 5 to 21 July
- Madrid: from 13 to 29 September

Find all the details at: [tour.vespa.com](http://tour.vespa.com).