



ORDER
NOW!

Dear Dealer,

We are delighted to inform you that a Limited Edition Vespa LX is being launched - **The Vespa Rosa.**

The **Vespa Rosa** is the first pink scooter to come from the iconic Vespa brand. This attention grabbing limited edition model will give you the opportunity to appeal to a wider audience, mostly to those female riders looking for an elegant and stylish scooter that will definitely make them stand out from the crowd.

The **Vespa Rosa** will be available in the popular 2-stroke 50cc and the 4-valve 4-stroke 125cc engine in very limited numbers – only thirty-five units in the 50cc and thirty units in the 125cc.

PRICE OTR & OFFERS

The Vespa Rosa LX 50cc will be priced at £2,249 and the 125cc at £2,899 (excluding first registration and road tax fund) complete with 2 years warranty and inclusive of 1-year roadside assistance as standard. The Vespa Rosa will enjoy the existing low rate insurance offers until 30th June 2009:

LX 50: £149 – TPF&T for age 25yrs and above

LX 125: £249 – TPF&T for age 25yrs and above

ACCESSORIES

Along with the existing range of Vespa LX accessories, a matching pink top box and a stylish helmet will be available. Nick Duck will advise under a separate communication on products and availability.

This is a very desirable addition to the Vespa range bringing you additional opportunities to increase your profits and further drive retail sales. We anticipate that this model will be in high demand and with this in mind make sure you don't miss out on this opportunity - place your order today!

Please contact your Business Development Manager with regards to your limited stock allocation and any other queries.

Kind regards and good selling!

Phil Read
Marketing Manager



Vespa®

THE NEW VESPA LX ROSA

