



Vespa: The Story of a Cult Classic in Pictures

By Gunther Uhlig

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Eighteen million Vespas have buzzed their way into the world since 1946. Stood end to end, they would form a line measuring 20,000 miles in length. The secret of the Vespa scooter's success lies in its uniqueness, in the unmistakable sheet metal skin that, over the span of decades, has proven its versatility without ever abandoning its familiar face. Today, the Vespa shines forth like a lighthouse from the monotonous sea of industrial mass production. Nowhere else can one buy a factory-new legend.

Presented here is the history of Vespa, from its beginnings to the present day, clearly arranged, understandable for all, and, above all, describing even the tiniest detail in an unprecedented form. An illustrated chronicle, with all the information needed for complete understanding. The result is a Vespa book, through and through - as unique as the Vespa itself, with illustrations that have never been seen before. It is a volume that lets the reader become immersed in the culture of Vespa and la bella vita.

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Editorial Review

Review

"If ever a book did what the title says it is this ... a good book. One that is large and grand enough to impress guests when left around but one which will help settle many arguments" - *Motor Cycling Club (MCC)*

"this lavishly produced book is a must for past and present owners and of more than passing interest to a wider audience interested in the history of personal transportation. The book is also a great record of Italian style over the entire postwar period." - *Big End/All Torque*

"valuable for owners as well as intriguing to anyone who wants to 'get' the Vespa cult ... excellent." - *Bike Rider Magazine*

"an excellent coffee table book that will be loved by all ... makes not only a fascinating read, but also a valuable source of information written from the ground up" - *VE-UK*

"a fitting tribute to the legendary scooter" - *Auto Express*

"What I enjoyed most about the book ... is seeing and reading the excitement and the joy the author expresses through the photos and writings. This is a beautiful book to add to your coffee-table book collection ... light on the tech stuff but heavy on beautiful photos. For Vespa enthusiasts and anyone wanting to drool over photos, and there are 470 of them, of vintage Vespas and the newer models this is a worthy book." - *Vespa Club Canada*

"The history of the Vespas using beautiful pictures" - *Klassiek & Techniek*

About the Author

Dr. Gunther Uhlig has a fondness for the Mediterranean lifestyle, including the quintessentially Italian Vespa scooters. Early on, at the age of 16, he realised his childhood dreams of adventure and freedom by putting the backroads of France under the wheels of his Kreidler Florett moped and travelled all the way to Spain. Since then, travel and the sea have had a lifelong hold on him. A tireless two-wheel enthusiast, this passion led him to have his travel photos published while still a student. Since the 1980s, he has been active as a freelance journalist in offroad and outdoor media, and has won numerous prizes for his photography. Most recently, as a recognised Vespa authority, Gunther co-authored the latest edition of the classic work on

the same topic as this book, Vespa mi' amore. Gunther originally trained as a surgeon, however as the author of numerous travelogues and photo articles he is equally adept with scalpel or screwdriver.

Users Review

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Alex Lynch:

The book Vespa: The Story of a Cult Classic in Pictures make one feel enjoy for your spare time. You may use to make your capable considerably more increase. Book can being your best friend when you getting strain or having big problem together with your subject. If you can make reading a book Vespa: The Story of a Cult Classic in Pictures for being your habit, you can get far more advantages, like add your current capable, increase your knowledge about many or all subjects. You can know everything if you like open and read a e-book Vespa: The Story of a Cult Classic in Pictures. Kinds of book are a lot of. It means that, science e-book or encyclopedia or some others. So , how do you think about this guide?

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