

*Verpool*<sup>®</sup>  
*946*

RED



(RED) demonstrates the collective power of consumers to fight a preventable, treatable disease, AIDS. Founded by Bono and Bobby Shriver in 2006, (RED) was created to deliver a sustainable flow of money from companies to the Global Fund, to further the AIDS fight. It also generates awareness around the disease to keep it on the public agenda. In the ten years since its founding, (RED) has generated more than \$360 million for the Global Fund, and 100% of that money has gone to finance HIV/AIDS programs on the ground in Africa.

# HOW (RED) WORKS



**01**  
Smart shopper notes that \$150 from every purchase of our (Vespa 946)RED goes to fight AIDS. This is equivalent to 500 days of life-saving medication.

**02**  
Shopper buys the (Vespa 946)RED, triggering a donation directly to the Global Fund - not to (RED).

**03**  
100% of this money goes to HIV/AIDS health & community programs in Africa, with no overhead taken.

**04**  
The money helps people in Ghana, Lesotho, Rwanda, South Africa, Swaziland, Zambia, Kenya and Tanzania.

**05**  
Smart shopper can continue to fight AIDS by shopping (Vespa 946)RED and joining (RED).



# AIDS FREE GENERATION

Red represents the passion we and every (Vespa 946)RED owner has for bringing an end to AIDS. Vespa and (RED) have partnered to travel together toward a world where no baby is born with HIV. It's the realization of our first AIDS Free Generation in over 30 years.





# CARING

For each (Vespa 946)RED sold, \$150 will be donated to the Global Fund to fight AIDS with (RED). That's enough to provide more than 500 days of life-saving HIV/AIDS medication in sub-Saharan Africa. That same medication prevents a mother living with HIV from passing the virus to her unborn child.

500+



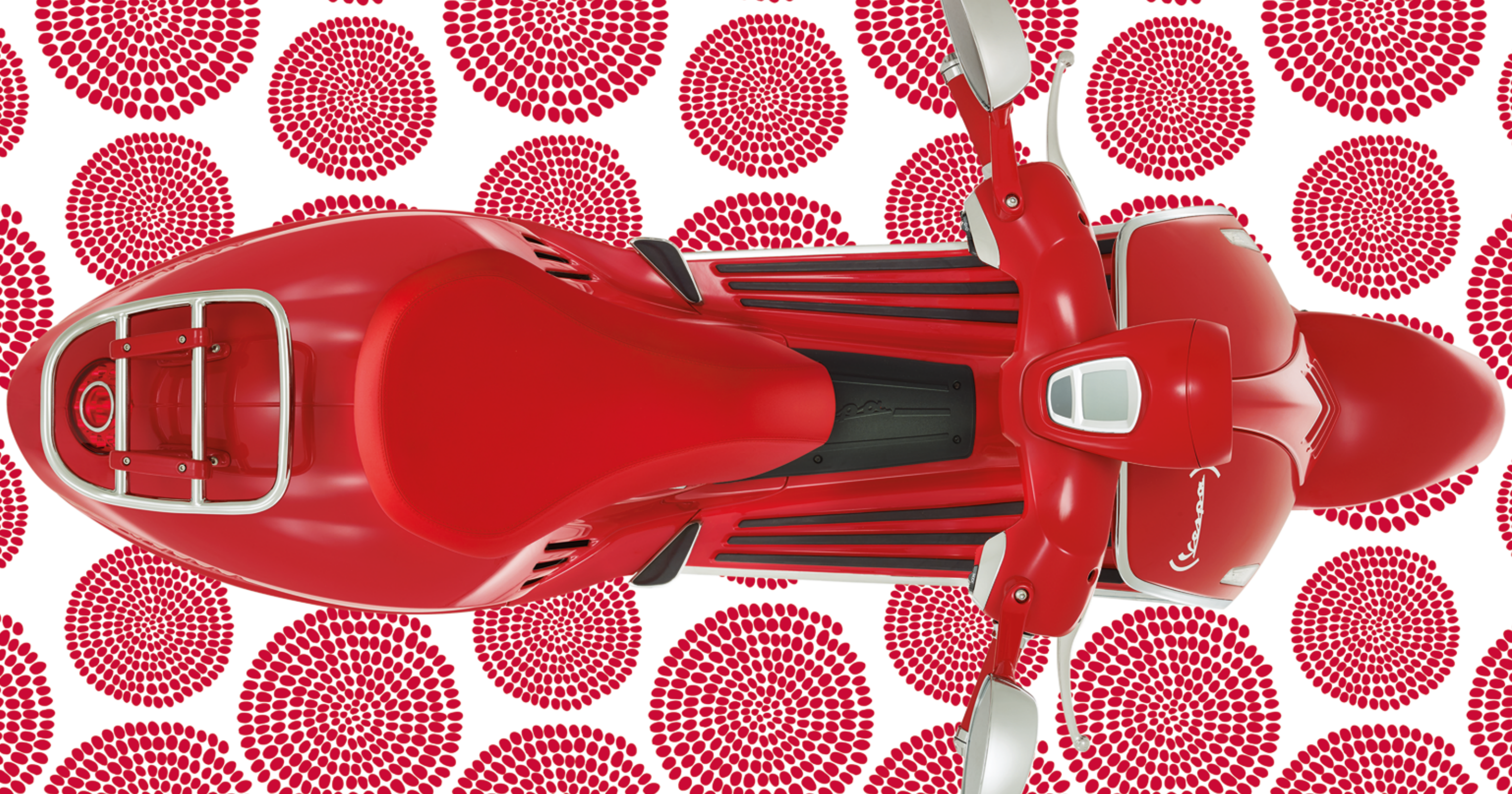




# SEDUCTION

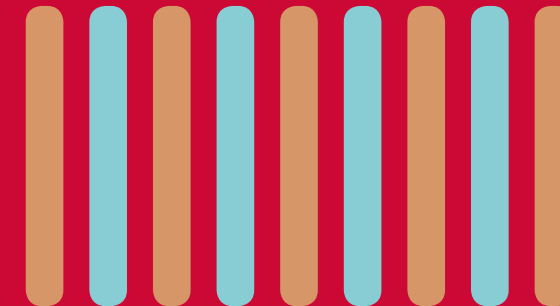
Red symbolizes the attraction that grows over time. Vespa 946 tells the story of the evolution of a style, the meeting with the modern world, the creation of new lines that enhance the elegance of the original design. Hand crafted and futuristic, Vespa 946 tells the story of our best past and renews it in aesthetics, attention to detail and environmental friendliness. (Vespa 946)<sup>RED</sup> is the new chapter of a great story of beauty, enthusiasm and solidarity.





# CULT

Red is the power of a great idea. On display in the permanent MoMA collections in New York and the Triennale di Milano, Vespa is one of the twelve design products that have written a page of twentieth century history. The new (Vespa 946)RED is the latest example of magic and creativity, a new recipe for beauty and anti-conformity, an eternal contemporaneity.





# HOPE

With a range of (Vespa)RED products, everyone can support the work of (RED) and the Global Fund.

Because every cent matters in the fight to end AIDS.





#### TRADITION AND INNOVATION

Steelplate monocoque frame with aluminium parts  
(rims, handlebar, side panels, front mudguard, mirror supports and saddle support)

#### MAXIMUM SAFETY

ABS braking system and ASR traction control

#### ECO-SUSTAINABILITY AND FUEL EFFICIENCY

4 Stroke 3V engine, top-in-class for efficient fuel consumption and emissions

#### TECHNOLOGY AND STYLE

Full Led projectors and indicator lights, Full Lcd instrument panel

The Vespa 946 Customer Service is for you.

Contact us at this address for any information you need: [info946@Vespa.com](mailto:info946@Vespa.com)

Or call the freephone number **800000946** from Italy

**0080000094600** from: France, Spain, Belgium, Netherlands, Germany, UK

Active from Monday to Friday, from 9:00 to 18:00



Vespa is proud to be a partner of (RED)®

The company reserves the right to make technical and aesthetic changes at any time. Ride carefully and always wear a crash helmet and suitable clothing. Comply with the Highway Code and environmental regulations. Read the user and maintenance handbook carefully. Always ask for type-approved original spare parts. Apply to Vespa Official Dealers and authorised sales outlets for a sure purchase and guaranteed assistance. Vespa original spare parts are a guarantee of quality and ensure consistent vehicle performance.



COMPANY WITH  
QUALITY SYSTEM  
CERTIFIED BY DNV  
= ISO 9001 =

COMPANY WITH  
ENVIRONMENTAL SYSTEM  
CERTIFIED BY DNV  
= ISO 14001 =

COMPANY WITH  
SAFETY SYSTEM  
CERTIFIED BY DNV  
= OHSAS 18001 =

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