

Korrekturhinweise

Do you Vespa?

0	1	2	3	4	5	6
D	B	B	C	D	A	C

Begründungen

0

The text says: "Born as a low-cost product for the masses, this utilitarian scooter became a style statement in itself [...]" Therefore, at its beginning, the Vespa was created to be affordable by many people.

1

The text says: "Called Vespa, its concept and name were the fruit of Enrico Piaggio's intuition, while its structure took shape on the design table of Corradino D'Ascanio, aeroplane and helicopter engineer." Therefore, the Vespa was developed by an aircraft expert.

2

The text says: "Vespa would very soon become a myth: a myth constructed on over 15 million scooters produced and sold throughout the world, which have served not only to motorise entire countries, but also to unite people of diverse languages and cultures." Therefore, the Vespa turned into a legend because it has become globally successful.

3

The text says: "At first it was green and not wondrously beautiful, a symbol of transformation from war to peace. Then it became white and elegant, a product that imposed the *stile italiano*: from necessity to style, the recipe for the good life. Then it dressed itself in silver and was transformed into a myth of elegance, youth and adventure." Therefore, the colours of the Vespa reflected the atmosphere of the time.

4

The text says: "effective mass advertising campaigns were invented, like the one based on the slogan 'Vespizzatevi' (Vespa yourselves!) Piaggio also succeeded in creating a spontaneous customer organisation: Vespa Clubs, for example, with their own magazines and facilities." Therefore, marketing for the Vespa was well-planned and carried out.

5

The text says: "The Vespa had been consecrated as a recognisable symbol of Italian-ness: joyful, popular, uninhibited." Therefore, the Vespa is well-liked because it represents its home country's culture.

6

The text says: "[...] the Vespa, initially presented as solid (it is still made of metal), long-lasting and adventurous, appealed to pioneers during the '40s and '50s. In the '60s it reflected the Italy of change, of pleasure-seeking children, and was transformed into a toy with real performance, expressing novelty, modernity and anti-conformism. In the '70s and '80s it turned into an object of nostalgia; and in this decade, with technological innovations and the 1996 launch of the sleek new Vespa ET2 and ET4, it has become revolutionary, riding with all its appeal intact into the third millennium." Therefore, throughout the decades, the vehicle has adapted to cultural changes.

Quelle: Marchi, M. *History of the Vespa Scooter*. Verfügbar unter <http://www.eurograduate.com/lifestyle/article.asp?id=22&pid=5> [22.11.2016].