



## **PRESS RELEASE**

### **LAMBRETTA AT THE BRERA DESIGN DISTRICT 2022**

**Lambretta | Heritage to future**  
**In cooperation with Lambretta Museum**

Celebrating the 75th birthday of Lambretta  
Global launch of the X

Lambretta is celebrating its 75th birthday. In 1947 the first Lambretta A entered the Italian market. Soon after, the iconic models conquered the streets on all continents in the world, turning heads and stealing hearts. Lambretta became the center of a cult, a modernist lifestyle, yet remaining true to its superior quality and its distinctive Italian design.

To celebrate these 75 years of tradition and passion, Lambretta and Museo Lambretta have joined efforts to present a unique collection of famous Lambretta's during the week of the Fuorisalone. In the heart of Milan, the cradle of the Lambretta, at the San Simpliciano Cloysters, within the Brera Design District, the prestigious brand will display its most famous classic models. Amongst them will be the first pioneer model Lambretta A designed by Cesare Pallavicino, the 'golden scooter' of American actress Jane Mansfield and the model used by the NYPD, the New York police force.

During these festivities, Lambretta will take the opportunity to show its newest models. The final version of the G-Special will be presented, the flag-ship of the current collection. As the prototype of the G-Special has already been presented in Milan to the global community, the big surprise will be the presentation and global launch of the innovatively designed X. At a special event, broadcasted globally, the X will be unveiled to the world. Like many models in the past, Milan will again host the preview of a new Lambretta.

All this extraordinary venue will be possible thanks to the passion and dedication of Vittorio Tessera, founder and curator of the Museo Lambretta. The museum is located 15 km eastbound from Milan city center, a most precious place for Lambrettisti around the world.

The exhibition 'Lambretta | Heritage to future' presents the total legacy of Lambretta's very birth to the current day. 'To future heritage' symbolizes the commitment and dedication to extend the past collection with new models complying with the essence, the soul of the brand. Lambretta is proud to share these moments with you.

Milan, May 3rd 2022

For more information please refer to:

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