

**Question for written answer E-001544/2024
to the Commission**
Rule 144
Susanna Ceccardi (Pfe)

Subject: Recognition of Vespa as a symbol of European artistic value

The Vespa, a Piaggio scooter model that was patented on 23 April 1946, is an example of excellence in European design and a globally recognised quintessential Italian product. A cultural and historic icon, the Vespa has been displayed in prestigious museums such as the Triennale di Milano design museum and the Museum of Modern Art in New York. Its economic value, which in 2022 Interbrand estimated to be EUR 1 079 million¹, reflects the importance of the brand to the Italian manufacturing industry and the global economy.

In the last decade, Piaggio has produced and sold more than 1.6 million Vespas, including the new electric version presented at the 2023 Milan Motorcycle Show (EICMA). Vespa has not only inspired millions of people, but also contributed to a number of economic sectors, from design to fashion and tourism.

In the light of the above, Italy has put forward a proposal for a law to officially recognise the Vespa as a symbol of national artistic value.

Can the Commission, therefore, answer the following questions:

1. Does it intend to support the recognition of national symbols of cultural value such as the Vespa?
2. What additional steps does it intend to take to protect internationally renowned European symbols of industrial and cultural heritage?

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¹ <https://www.piaggiogroup.com/en/archive/press-releases/vespa-one-billion-euro-brand>