



**THE VESPA 50L IN DETAIL 1966-70**

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The history of transportation has largely been that of the purist utilitarian ideals of designers being thwarted by those most irritating of people –the customers. The latter will insist in viewing their car/bike/scooter/ whatever as extensions of their personality, objects to decorate and show off to demonstrate elevation beyond the masses. These days designers have largely given up the battle, each marketing-driven product launch normally including a “bling” version as a matter of course. But back in the day the designers took more of a stand –but still eventually lost though.

It took three years for the utilitarian perfection of the Vespa 50N to be corrupted from the point of view of a designer), but it eventually happened, The 50L had loads of purely decorative add ons. A headlight rim, a mudguard crest, legshield trim, alloy channels for the floor rubbers. Admittedly the bag hook and uprated front shock absorber could be considered functional, but essentially this scooter was for people who wanted everybody to know that they were worth a bit more than a mere 50N. The few production changes mirrored those of other models – the new Piaggio badge from October 1967 and the slightly mysterious increase in frame length.

The Vespa 50L is not particularly well known, and you might think unimportant. But more were made than (for example) all versions of the GS150 added together. And that means a lot of people felt a little better about themselves every time they went out for a ride.