



## **Lambretta Scooters Returning to USA**

*Lambretta International announced today in Seattle, Washington that the world famous Italian scooter brand  $\hat{\Lambda}$  Lambretta  $\hat{\Lambda}$  will be returning to the North American scooter market in 2004.*

*Lambretta was introduced to the USA market in the 1950s to compete with Vespa, another Italian scooter.*

*The new Lambretta's will be assembled in the USA with Italian components as key elements.*

Seattle, WA ([PRWEB](#)) December 8, 2003 -- Lambretta scooters returning to USA.!

Lambretta International announced today in Seattle, Washington that the world famous Italian scooter brand  $\hat{\Lambda}$  Lambretta  $\hat{\Lambda}$  will be returning to the North American scooter market in 2004.

Lambretta was introduced to the USA market in the 1950s to compete with Vespa, another Italian scooter. The two Italian pioneers in the scooter industry soon dominated the USA scooter market, and have continued to maintain a high level of enthusiasm amongst the scootering community. Even during their absence, both had managed to remain as icons in the scooter industry.

Vespa scooters, now built by Piaggio, returned to the US market three years ago and quickly re-established the product, and a nationwide dealer network, due to its famous past and brand recognition.

Lambretta USA, a division of Lambretta International, will be competing directly with Vespa again for the throne of the USA scooter market.

Lambretta International, owned by the Khurana family of Seattle, WA, has entered into an Operating Agreement with CMSI of Preston, WA to manage the North American Lambretta operations, including US final assembly, Marketing and Customer Services for Lambretta USA.

The Kharana family has successfully been in the automotive and Powersport Industry for over 20 years in the Seattle area.

According to Lambretta International, CMSI was chosen by Lambretta for their outstanding infrastructure of parts and technical support and also due to the extensive experience CMSI has developed with EPA, DOT and CARB regulatory agencies in manufacturing products to meet and exceed the government agencies' standards.

The new Lambretta's will be assembled in the USA with Italian components as key elements.

Lambretta USA has contracted a local design firm, Smith Design Works, to create and manage their branding, graphic standards, and marketing collateral.

According to Jeff Smith, founder of SDW and a long time scooter enthusiast, "We feel our initial obligation is



to the Lambretta enthusiast that has clung to the marque like a Romeo awaiting the return of his Juliet. We realize all too well the high standard Luigi Innocenti set with his Lambretta scooters and their reincarnation that we have now committed ourselves to. We have even allocated a section of our web site to the Vintage Lambretta's and to the thousands of Lambretta loyalists and their scoots and stories. Everyone involved in this venture is ecstatic about bringing back this pinnacle piece of scooter history. And frankly, because it's the rekindling of such a passionate love affair, it's all we can do to keep from smiling all the time."

For more information, log onto the Lambretta website at [www.Lambrettausa.com](http://www.Lambrettausa.com)

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**Online Web 2.0 Version**

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