

ABSTRACT

Vespa is an automotive brand that originated in Italy. Lately there are more Vespa users in Jakarta. Members of the community have regular schedules for gathering. Community members also like to modify their vehicles as one of the prestigious inter-community events. However, the unavailability of facilities that can accommodate the activities and lifestyle of Vespa users in Jakarta.

Vespa Center and Modification is one of the facilities built to meet the lifestyle and needs of automotive lovers, especially Vespa fans themselves. Automotive centers make automotive centers and become icons of public facilities related to the automotive field so that it can increase sales and users.

Keywords: Vespa, Lifestyle, Center