



**Lifestyle, Green, Fun**

# Scooters Come In Lakewood

Lakewood has been going through a pretty good summer. program in the state. Matt Fish opening The Melt, declaring from the Crocker Park area to Lakewood to be in a better location, the past president of Oberlin College, retiring to Lakewood. another one - Pride Of Cleveland Scooters.



Old and new scooters lined up outside.

POC then moved to West 25th street in a larger shop on the between trendy Tremont and Ohio City, a block south of the West Side Market. In this location the legend grew, and it is easy to see why. "We are passionate about this. This is what we love to do. I would

will be the new home base and headquarters.

Not the only Vespa dealership in Ohio, it is certainly high on the list of favorites of the legendary Italian motor scooter company. In 2005 Pride of Cleveland was chosen to host the Vespa

Club of America's Rally. Phil wondered if they were ready for such a large event but the Vespa Club America, assured them they were. The rally which was covered nationally and internationally in scooter magazines, offered two days of riding and fun. The Rock and Roll Hall of Fame, the Flats, the Stadium and Lakewood were all on the list of things to do. Sunday was a 75 mile rally, from downtown, through Lakewood then into the Emerald Canyon

for a nice long ride through the Emerald Necklace.

Weeks earlier was a Vietnam Veterans Harley Davidson Rally, I had the pleasure of getting stopped at the light as the rally went by. I am a true motor-



The first floor is filled and POC is planning on a scooter museum on the second floor. Now let's go ride the silver one!

ing freak I love the sound of engines, and as a scooter and motorcycle owner, I appreciate motorcycles, the sounds and how people make them unique. Watching the Harleys go past, it amazed me how mean everyone looked; ready to kick some butt.

So when I jumped into the scooter rally with my Isetta, it was interesting to note the difference. The crowd was probably the same make-up. Executives, mechanics, punkers, classical music fans, tattooed or not, rich and poor, every color of the rainbow (seriously), and all types of backgrounds. But EVERYONE was laughing, joking and having fun. "People, that is Scooterphiles, are very cliquey," said Phil. If you have a scooter, you are part of the group, and everyone

will reach out. "Show at a guy's house in San Francisco, he'll say I can use his scooter, stay at his place; tell you to get rid of your hotel room. We take care of each other."

The scooter lifestyle is now an enlightened choice; an excellent choice for the alternative or even prime mode of transportation.

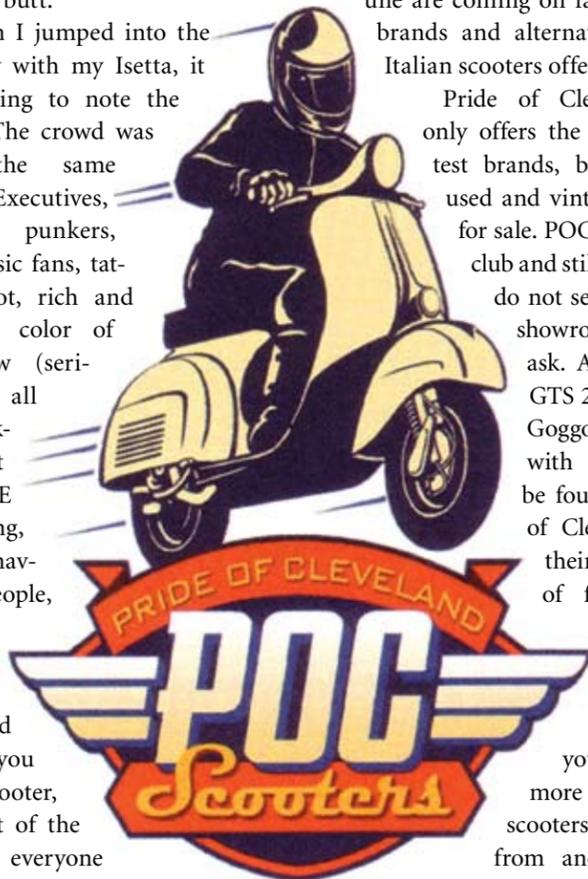
Pride of Cleveland is a large dealership, offering four brands; Vespa, Piaggio, Kymco, and Genuine. While it is the Vespa, Piaggio and to some extent the Lambretta that we all noticed first in foreign films. Kymco and Genuine are coming on fast as strong brands and alternatives to the Italian scooters offered at POC.

Pride of Cleveland not only offers the newest hottest brands, but also has used and vintage scooters for sale. POC started as a club and still is, so if you do not see it on their showroom floor, ask. A new Vespa GTS 250 to a 1953 Goggo Scooter with sidecar can be found by Pride of Cleveland and their network of friends and clubs. They can build any scooter you want with more than 60 old scooters to pull parts from and in stock.

If your wife wants Sophia Loren's scooter from "Boy on a Dolphin" duplicated, it is not a problem.

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## Buy Is Vespanomics

union of the words ics./ Related words:/ vespanomically, adv were to switch just mileage to scooters, me 14 - 18 million er day and carbon could be reduced nds per day as well. y, May 2006). On a y could also reduce by approximately xide emissions by antly reduce traffic he "Vespanomics"

lifestyle, consumers can help curb America's addiction to oil and preserve the environment from carbon dioxide emissions. They can also turn disgruntled drivers into fun freedom drivers who can't get enough of scooting thru traffic on their way to work, the gym, the store, wherever.

Pride Of Cleveland Scooter Club is a loose knit group of riders that prefer to ride scooters over having serious meetings. "Who wants to read the minutes of a meeting when you can go ride?" asks Phil, "One hundred yards away is the entrance of the Metro Parks, let's go ride."

be doing it for free anyway if there was no store." said Phil, "If you can take your hobby and turn it into a successful business that is every American's dream." POC plans to keep the West 25th store going for now, but Lakewood

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