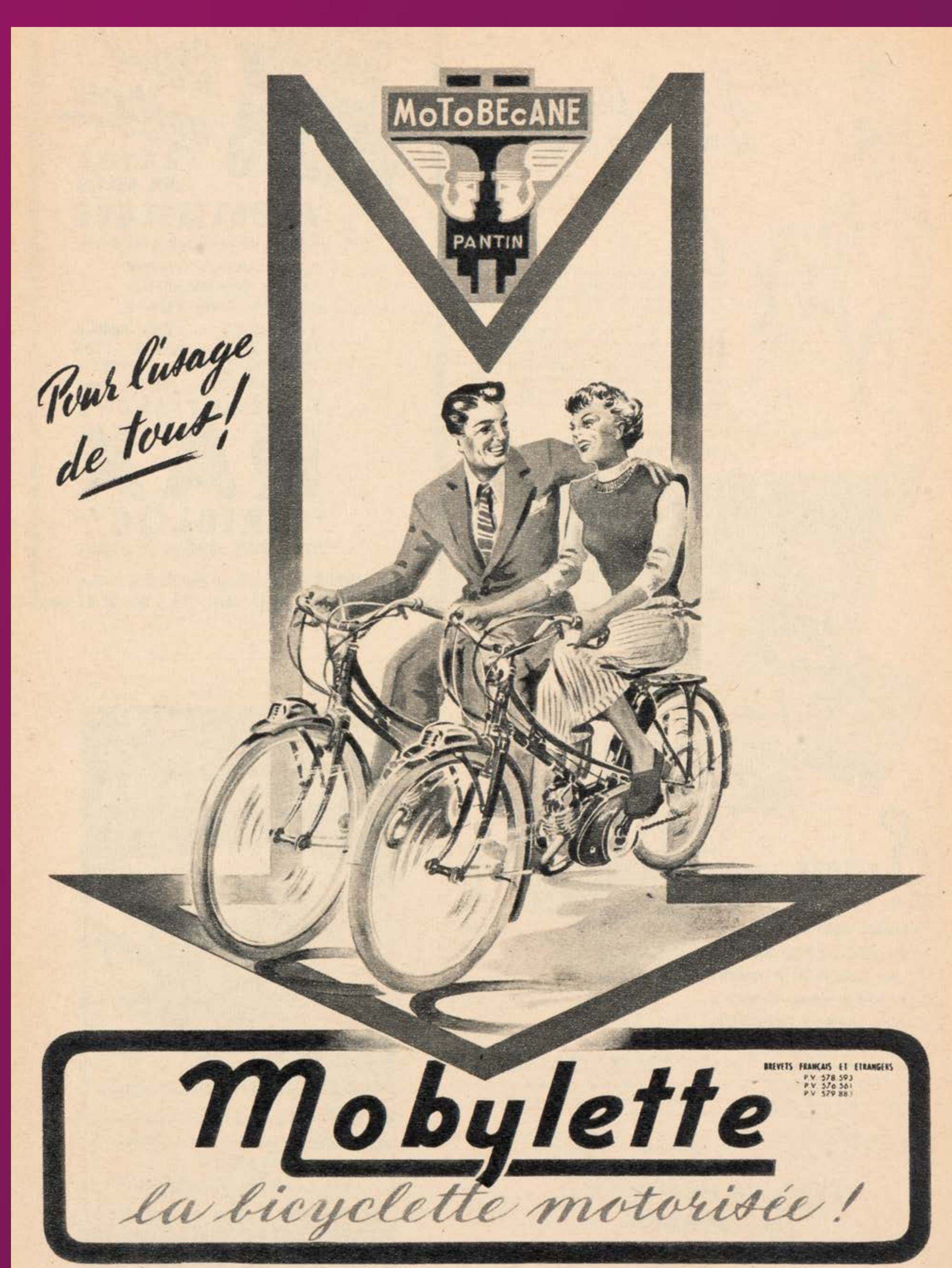


# THE MOPED'S SUCCESS STORY

The moped, a motorised bicycle with an engine size of up to 49.9cc, first appeared in the early 20<sup>th</sup> century.



Motobécane Mobylette ad, 1950s.  
Friends of the Motorbike Museum  
collection

The French manufacturer **Motobécane** launched the **Mobylette** in **1949** and it soon gained popularity in France.

Peugeot introduced the best-selling 103 model in **1971** which sold over 550,000 units in **1974**.

Sturdy and inexpensive mopeds have provided generations of riders, **primarily between 1960 and 1990**, with affordable and easy-to-use transport.

Modern scooters may have taken over from motorised bicycles, **but they remain a French heritage icon.**



# LA MOB, LA MEULE, LA BÉCANE !

Young people are particularly fond of mopeds as **they symbolise both emancipation and social acceptance.** The French have lots of names to describe their beloved bike.

They give teenagers independence as they can travel on their own and be part of a group.

Wanting to gain independence often goes hand in hand with wanting to test the boundaries. **That makes motorised bicycles a form of self-expression** and defiance towards the restrictions imposed by parents and society.

Riding a moped **also brings young people together.** They feel empowered by their passion for engineering, casual competitions and moped meetings.

However, motorbikes aren't without danger, especially in terms of road safety. **There has been a crackdown on urban rodeos since the 1960s.**



Advertising brochure for the Paloma Flash, 1964.

Friends of the Motorbike Museum collection

