

PRESS RELEASE

AFTER SUNDAY'S WIN AT ASSEN, THE APRILIA RSV4 WINS THE SUPERSPORT BIKE COMPARISON CONDUCTED BY THE MONTHLY MAGAZINE "MOTOCICLISMO"

THE RSV4 FACTORY ABS DOMINATES OVER THE MOST ACCREDITED COMPETITORS IN THE SUPERSPORT CATEGORY ON THE SAN MARTINO DEL LAGO AND MISANO ADRIATICO CIRCUITS.

UNANIMOUS POPULARITY AMONG THE TESTERS CONFIRMS THAT THE APRILIA RSV4 IS THE BIKE TO BEAT ONCE AGAIN IN 2013

Milan, 30 April 2013 – 2013 starts off with the best of omens for Aprilia: the RSV4 Superbike version, 2010 and 2012 world champion (Manufacturer title and Rider title), is in command of the world SBK rankings after the third round with French rider Sylvain Guintoli, team mate Eugene Laverty – race winner last weekend at Assen – in second place and Aprilia out front in the Manufacturer standings with a wide margin over BMW, Kawasaki, Honda, Suzuki and Ducati. In the meantime, the production flagship, the RSV4 Factory ABS of which the World Superbike version is a close derivative, débuts with a win in the comparative test for 1000 cc street sport bikes conducted by "Motociclismo" magazine.

This is confirmation of the clear victory achieved last year in the 2012 comparison done by the same Italian magazine and it highlights once again the extraordinary quality of a project which proves to be unbeatable year after year in terms of far-sightedness and construction brilliance, longevity and efficiency on the track. This is a peremptory success that joins the victories achieved last season when the Aprilia RSV4 Factory won all of the comparisons conducted by the most authoritative publications in the sector in every corner of the globe, on different tracks, with different riders and tyres.

"It's difficult not to fall in love with this bike" was the final word from Motociclismo. And the comments from the riders who took turns astride the RSV4 were just as positive.

"It has a stratospheric chassis. It's exceptional going into turns", "Incredible! It lets you accelerate where you wouldn't even dream of doing so with others", "An incredibly fine tuned electronics package" were just some of the statements made by the testers at the end of the day.

This year the important Motociclismo appointment was held on two circuits with very different characteristics: on the 3,450 metres of the shorter San Martino del Lago track (Cremona) and on the 4,226 metres of the more racy Misano Adriatico track, the backdrop for epic World Superbike and MotoGP battles, with the goal of putting the bikes through their paces on truly different tracks in order to get a taste of their respective abilities to adapt. The challenge included the best representatives of the category in terms of performance and technology, the four *dream bikes* in the over €20,000 range: Aprilia RSV4 Factory ABS, BMW Hp4, Ducati 1199 Panigale R and MV Agusta F4RR, naturally all in standard configuration and fitted with identical Pirelli Diablo Supercorsa SC2 tyres.

Ilario Dionisi, the rider entrusted with the timed session, made his best lap on the Aprilia RSV4 Factory ABS both at San Martino del Lago with 1'28"90, almost a full second faster than the BMW Hp4, and at Misano Adriatico, lapping in 1'42"73. The thirty year old, two-time Italian Supersport champion said: "The Aprilia RSV4 Factory ABS is the fastest in turns". This statement is an excellent description of the qualities of the exceptional superbike, even more powerful, fast and safe in the 2013 version, which boasts increased power to 184 HP, a new chassis set up, an

The Aprilia logo consists of the word "aprilia" in a white, lowercase, sans-serif font, centered within a solid red rectangular background.

already extraordinary and now further refined APRC electronics system and a brand new, revamped braking system, equipped with an advanced ABS system with 3 selectable maps (all approved for street use as well) which can be deactivated.

This is an ultra refined package which – the tester found – translates into unique dynamic capabilities: *“It has a V4 which is just as smooth as it is full of torque that lets you get on the gas straight away. As if this isn't enough it has ultra refined electronics which, from the time you're leaned over and open up the throttle, to the time when you're fully upright in the straight stretch, helps you to lay down the most HP the tyre can manage on the asphalt, in other words, launching you out of turns like a bullet”.*

The chassis characteristics and the engine, the applied electronics systems and the excellent overall balance, each a unique element of its kind, make all the difference. The Aprilia RSV4 boasts typical technical content which was once exclusive to racing bikes, including the possibility of adjusting the chassis. This is the only bike that lets you adjust the headstock inclination and the rear height, the swingarm pivot and the position of the refined 65° four cylinder V engine in the frame, so you can find optimum balance based on the track and rider preferences. The feather in the cap for this unbeatable superbike consists in the complete and advanced APRC electronics package, further advanced on the 2013 version of the Aprilia RSV4: Ride by Wire multimap and electronic gearbox in addition to launch control, anti-wheelie, traction control and ABS, all adjustable.

For more information:

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