

PRESS RELEASE



**TECHNOLOGICAL BENCHMARK
IN THE WORLD MOTORCYCLE INDUSTRY**

**A 3,000 SQ.M EXHIBITION SPACE, AN INNOVATIVE INDUSTRIAL DESIGN PROJECT,
A HUB FOR CULTURE, CREATIVITY AND ENTERTAINMENT**

- **5 YEARS OF WORK**
- **INVESTMENTS EXCEEDING 50 MILLION EURO**
- **PRODUCTION CAPACITY RAISED TO OVER 30,000 BIKES A YEAR**
- **FACTORY AREA INCREASED TO 38,000 SQ.M**
- **4,200 SQ.M OF NEW MULTI-PURPOSE SPACES OPEN TO THE PUBLIC**

Michele Colaninno, Piaggio Group CEO: *"It is with great pride and a touch of madness that, after almost five years of hard work and an investment of over 50 million euro, we are launching the new chapter in the life of Moto Guzzi. The project has involved a complete transformation of the factory and the museum, and is the brainchild of Greg Lynn, a friend and internationally renowned architect, with whom we have worked to fuse metal and robots, silence and art. Overlooking the shores of Lake Como, in Mandello del Lario, surrounded by the past and the present, yet also one of the most cutting-edge motorcycle factories, a technological benchmark in the global motorcycle industry. This was a by no means easy challenge, which, together, we have successfully completed. Moto Guzzi is one of the world's best loved and iconic motorbike brands: anyone who rides a Moto Guzzi is riding through over a century of Italian history, with all our memories and all our hopes for the future."*

Mandello del Lario (Lecco), 2 September 2026 – After almost 5 years of work and investments totalling more than 50 million euro, the new home of Moto Guzzi – still proudly located, as it has been since its foundation in 1921, in Mandello del Lario, on the Lecco side of Lake Como – has made its debut.

The institutional inauguration was attended by the **Governor of the Region of Lombardy, Attilio Fontana**, leading local dignitaries, the **Executive Chairman of the Piaggio Group, Matteo Colaninno**, and the **Piaggio Group CEO, Michele Colaninno**.

Moto Guzzi's new home in Mandello del Lario was designed and engineered by a world class team led by architect **Greg Lynn*** and is one of the most ambitious initiatives in the recent history of industrial architecture.

It is not just a new factory, nor simply a new museum, but a place where ingenuity and technology, legend and passion come together to generate new ideas, to imagine and build the future.

In the place where Moto Guzzi was founded 105 years ago, between the mountains and the lake, the American designer – a former winner of the Golden Lion at the Venice Architecture Biennale – has created a **multifunctional hub where innovation, experimentation and history come together to create a unique cultural space**. A visionary project, which opens the doors to a completely new experience, merging technology and design in a futuristic harmony.

Moto Guzzi's new home goes far beyond its original function of production and preserving its heritage. It has been designed to create, experiment, enjoy experiences and stir emotions. A site where ideas can come together and different visions can be shared, where a love for a historic brand goes hand in hand with a vision of the future, to imagine that future and help bring it to life.

THE NEW FACILITY

The new production facility, designed with a constant focus on environmental sustainability and efficient use of resources, is equipped with 1,300 square metres of photovoltaic panels, makes the most of natural light and is built to Class A standards. It is situated within the same industrial site where Moto Guzzi motorbikes have always been constructed. The red gate on Via Parodi, which has been the entrance for Moto Guzzi's technicians, workers, engineers and riders since 1921, and which over the years has become a place of pilgrimage for motorcyclists from all over the world, will remain in place, a symbol of continuity with a unique company history. But now, beyond that entrance, after almost five years of work, is a state-of-the-art factory, a new global benchmark for the motorcycle industry.

The factory complex is situated at the heart of the original site, transforming it completely but harmoniously, and respecting both its history and its architecture. It comprises 5,500 square metres of new industrial buildings (bringing the total factory area to 38,000 square metres), so boosting production capacity to more than 30,000 vehicles a year, as well as 380 square metres of new office space.

The latest-generation automated engine assembly lines are not a refurbishment of existing buildings, but a completely new facility equipped with cutting-edge technology.

The final motorcycle assembly plant is linked to the engine shop by a sophisticated, fully robotised conveyor system. **Here, at the end of the production line, the motorbikes are handed over to kilo™ ground drones, designed and manufactured in Boston by Piaggio Fast Forward (PFF), and sent for final testing, thereby keeping the physical demands on workers to a minimum and maximising safety. The entire production process complies with the highest manufacturing quality standards.**

THE NEW MUSEUM

Adjacent to the factory, in entirely new premises, is the **Moto Guzzi Museum**. The new **3,000 sq.m** building that houses the museum takes its inspiration from the technical and metallic aesthetic of the motorbikes produced in Mandello: many of the shapes and finishes of the spacious, light-filled new spaces echo the characteristics of the bikes, creating a visual and material link between the architecture and the brand's identity.

A visit to the collection will be an extraordinary journey through the history of motorcycling, thanks to the rarity of the fascinating models on display: **more than 160 meticulously restored two-wheelers, ranging from the G.P. – a unique world prototype, whose construction marked the beginning of the Moto Guzzi story – right up to current production**, including models that have become legendary and the racing bikes that won **14 MotoGP World Championship titles**.

The various sections – dedicated to cinema, racing, travel, the arts, and military and police vehicles – provide a new type of museum experience, allowing visitors to explore more than one hundred years of social, cultural, technological and design change through the history and models of Moto Guzzi. **The Museum will be a vibrant, contemporary space, directly linked to Moto Guzzi's present, as visitors will have a window on the brand-new assembly lines so that they can follow the production process of every new motorbike.**

NEW MULTI-PURPOSE SPACES OPEN TO THE PUBLIC

The new spaces also include **extensive outdoor areas, the restored Galleria del Vento wind tunnel and a splendid raised terrace overlooking the large central piazza** and featuring a monumental mosaic of the Moto Guzzi eagle.

The outdoor spaces are pedestrianised and intended for guests, with two exclusive tree-lined squares forming an iconic promenade and a path offering views of the factory in full operation.

All these areas are within the original perimeter of the factory and have been designed to welcome visitors from around the world, all year round. The new Moto Guzzi is a modern hub that also comprises the large Motoplex Store, a café, spaces for workshops and events, and a new auditorium, for a total of over **4,200 square metres**.

The new facilities and the new Museum in Mandello del Lario are not a refurbishment of a historic factory but the creation of a new global benchmark in motorbike manufacturing and brand experience, a location of great emotional and cultural significance, and a unique destination for Guzzi bikers and motorbike enthusiasts from all over the world.

MOTO GUZZI WORLD DAYS, 3-6 SEPTEMBER 2026



The opening of the new Moto Guzzi factory and museum also marks the start of **Moto Guzzi World Days 2026**, the major international meeting that will be attended by tens of thousands of Guzzi bikers and motorcycling enthusiasts from all over the world.

THE PROGRAMME FOR GMG 2026:

- **THURSDAY 3 SEPTEMBER:** at 10 am, the factory doors open and free visits to the museum and the wind tunnel begin.
From noon, it will be possible to visit the official archive, while motorcycle test rides will begin at 2 pm.
During the day visitors will also be able to register to take part in the Saturday parade, use the services of the barber shop, make purchases at the Motoplex store, enjoy lunch at the street food outlets.
The factory will close at 6 pm, but activities will continue on the stage in front of the factory.

- **FRIDAY 4 SEPTEMBER:** at 10 am, the factory doors open and free visits to the museum and the wind tunnel begin.
 From noon, it will be possible to visit the official archive, while motorcycle test rides will begin at 2 pm.
 During the day visitors will also be able to register to take part in the Saturday parade, use the services of the barber shop, make purchases at the Motoplex store, enjoy lunch at the street food outlets.
 Members of The Clan will have the opportunity to bring their own Moto Guzzi bikes to the in-house workshop for a service and tune-up.
 The factory will close at 6 pm, but activities will continue on the stage in front of the factory.
- **SATURDAY 5 SEPTEMBER: the day of the Parade!** The participants will meet up in Lecco, ready to ride off together for Mandello.
 At 10 am, the factory doors open and free visits to the museum and the wind tunnel begin.
 The motorcycle parade is scheduled to arrive at 10:30 am.
 From noon, it will be possible to visit the official archive, while motorcycle test rides will begin at 2 pm.
 During the day visitors will also be able to use the services of the barber shop, make purchases at the Motoplex store, enjoy lunch at the street food outlets.
 Members of The Clan will have the opportunity to bring their own Moto Guzzi bikes to the in-house workshop for a service and tune-up.
 The factory will close at 6 pm, but activities on the stage in front of the factory will continue.
- **SUNDAY 6 SEPTEMBER:** at 10 am, the factory doors open and free visits to the museum and the wind tunnel begin.
 From noon, it will be possible to visit the official archive, while motorcycle test rides will begin at 2 pm.
 During the day visitors will also be able to use the services of the barber shop, make purchases at the Motoplex store, enjoy lunch at the street food outlets.
 Members of The Clan will have the opportunity to bring their own Moto Guzzi bikes to the in-house workshop for a service and tune-up.
 At 6 pm, the five days of festivities will come to a close!

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**Greg Lynn is a world-famous architect, a member of United States Artists, a professor at the UCLA School of the Arts and Architecture and a member of the Board of Trustees of the Canadian Centre for Architecture. The acknowledgements he has received include a Golden Lion at the Venice Architecture Biennale in 2008 and an award from the American Academy of Arts & Letters Architecture. His famous Ravioli Chair is exhibited in the MoMA permanent collection, and a number of his designs have been produced in partnership with prominent companies such as Swarovski, Alessi and Vitra. Time Magazine included Greg Lynn among the world's 100 most innovative people in the 21st century, while Forbes Magazine called him one of the world's ten most influential architects.*



For more information:

www.piaggiogroup.com

Piaggio Group Corporate Press Office

Director Diego Rancati
diego.rancati@piaggio.com

Corporate Press Officer

Giulia Amendola
giulia.amendola@piaggio.com

Piaggio Group Products Press Office

Paolo Pezzini
paolo.pezzini@piaggio.com
press@piaggio.com

Piaggio Group Investor Relations

Director Raffaele Lupotto
Viale Rinaldo Piaggio, 25
56025 Pontedera (PI)
investorrelations@piaggio.com