



Press release

MOTO GUZZI SEPTEMBER ON VIA PARODI 57 AT MANDELLO DEL LARIO.

- **MOTO GUZZI OPEN HOUSE: FOR TWO WEEKENDS, 13-15 AND 20-22 SEPTEMBER, THE HISTORIC HEADQUARTERS WHERE THE EAGLE BRAND WAS BORN IN 1921 WILL OPEN ITS DOORS TO MOTORCYCLE ENTHUSIASTS**
- **TEST RIDES ON THE NEW CALIFORNIA 1400 IN ITS TWO EXTRAORDINARY CUSTOM AND TOURING VERSIONS AS WELL AS THE V7 RANGE**
- **GUIDED TOURS OF THE PRODUCTION LINES, FREE ACCESS TO THE MOTO GUZZI MUSEUM, SHOPPING FOR MOTO GUZZI CLOTHING LINES AND BIKE ACCESSORIES**

Mandello del Lario, 9 September 2013 – **Mandello del Lario is the perfect destination** to spend the final weekends of the summer on a motorcycle and to breathe in **the remaining holiday atmosphere** of the month of September between lakes, beaches and open air clubs with the added bonus of taking **the classic, memory-making photo in front of the famous Moto Guzzi entrance at via Parodi 57.**

This year, on the heels of the **success achieved** by the new **California 1400 range** and the new "small" **V7** models, **fans will find the legendary red doors** of the Eagle **open for all of two weekends**, from **13 to 15 September** and from **20 to 22 September** giving every enthusiast the opportunity to experience a weekend of passion for the legendary motorcycles manufactured on the shores of the Lario.

For the occasion **Moto Guzzi** has prepared a **rich schedule of events** that range from **guided tours of the engine and motorcycle production lines to the opening of the museum** and the **book store with sneak peeks of the 2014 fashion and accessories lines** and even the brand new **California Lounge** where participants will be hosted to test ride the new California 1400 and V7 range.

There will also be a space for **creativity**, with projections and photos from **behind the scenes of the "My Bike my Pride" advertising campaign shot in Western Australia with "Hollywood Guzzista" Ewan McGregor** as well as **art**, with a personal work by **Jacopo Ghislanzoni**. The artist from Lecco, after the success achieved in July at the "Lido di Mandello" with the **Guzzi-Mandello 1921-2013 exhibition, brings the show to the plant along with another 14 never before seen works** inspired by the personalities that have always characterised the history of the Eagle manufacturer.

Here is the **schedule of events**:

First Weekend 13-15 September 2013

Friday: 3:00 PM – 6:00 PM

- Factory opens (shop, museum)

Saturday and Sunday: 9:00 AM – 6:00 PM (doors close at 5:30 PM)

- Factory opens (shop, museum, wind tunnel, cafeteria, engine assembly, motorcycle assembly line);
- California lounge area;
- Moto Guzzi range test rides.

Second Weekend 20-22 September 2013

Friday: 3:00 PM – 6:00 PM

- Factory opens (shop, museum)

Saturday and Sunday: 9:00 AM – 6:00 PM (doors close at 5:30 PM)

- Factory opens (shop, museum, wind tunnel, cafeteria, engine assembly, motorcycle assembly line);
- California lounge area;
- Moto Guzzi range test rides

THE LOCATIONS OF THE MOTO GUZZI LEGEND AND PASSION:



THE MUSEUM.

This space contains more than 150 models that have made the history of the Mandello Eagle, an extraordinary path going back to the roots of the Moto Guzzi legend.

Factory bikes, competition bikes, prototypes and engines are accompanied by an exceptional collection of never before seen photographs and documents.

ENGINE ASSEMBLY LINE.

This is the area of the plant where the legendary twin cylinder engines are assembled by hand, one by one.

Here a unique engine was born and made history, an engine that marked the history of Moto Guzzi and global motorcycling.

MOTORCYCLE ASSEMBLY LINES

Here the Moto Guzzi bikes take shape. Here the finished twin cylinder meets the motorcycle that will accompany it for the rest of its life. On the line visitors will be able to follow, step by step, operation by operation, the birth of that jewel of technology and Italian end product that each Moto Guzzi has represented for more than 90 years.

WIND TUNNEL

First commissioned in the Mandello del Lario plant in 1950, this was the first example of a wind tunnel for aerodynamic motorcycle testing. A singularly fascinating place, today it is the testament to a technological first and a glorious history that only Moto Guzzi possesses.

CALIFORNIA LOUNGE AREA

This is the area where visitors will find the test ride accreditation desk and the area reserved for the pre-ride briefing and post-ride debriefing.

The metrologic room, behind the test ride departure/arrival area, is dedicated entirely to the new, large, luxurious Guzzi flagship and decorated with the now famous advertising campaign "My Bike, My Pride" which features the testimonial of Scottish actor Ewan McGregor.

Exclusive videos and images trace the evolution of the design, style and technical development that have led up to the definition of the California 1400 in its Touring and Custom versions.

TEST RIDE

This is an opportunity not to be missed by any motorcycle enthusiast: the opportunity to test the products in the Moto Guzzi 2013 range, right here in the place where every Moto Guzzi is born, on the magnificent roads that run along Lake Como.

Also included in the bikes being tested is the magnificent California 1400, powered by the most powerful V twin ever manufactured in Europe.