



MOTO GUZZI OPEN HOUSE 2018

RETURNING FROM 7 TO 9 SEPTEMBER, THE WEEKEND OF MOTO GUZZI PASSION AT THE HISTORIC MANDELLO DEL LARIO FACTORY

THOUSANDS OF ENTHUSIASTS FROM AROUND THE WORLD TO TAKE PART IN THE EVENT: FUN, MOTORBIKE TESTS AND IMPORTANT PREVIEWS

THE CLAN, THE MOTO GUZZI COMMUNITY, NOW HAS 30,000 MEMBERS AND WILL CELEBRATE WITH A SERIES OF DEDICATED INITIATIVES

Mandello del Lario, 12 July 2018 - **Moto Guzzi Open House**, an unmissable event for all Eagle brand enthusiasts, is back and all set to enliven the historic Mandello del Lario factory over the **weekend of 7-9 September**.

After a 50,000-strong crowd from all over the world in the last three event editions, the Moto Guzzi factory will once again open its doors, or rather its legendary red gate in via Parodi 57, Mandello del Lario. The 2018 Open House, which will feature a range of new bikes, will kick off on **Friday 7 September at 3pm**, with the opening of the Museum and Shop. **On Saturday 8 and Sunday 9**, guests can also visit the Moto Guzzi production lines, the engine assembly line where the legendary twins are born, and the historic Wind Tunnel.

The Moto Guzzi Village, at the core of the Mandello factory, will be the beating heart of the entertainment over the entire weekend, during which it will be possible to closely experience a great world premiere.

The Village will be the starting point for **test rides**, which will allow hundreds of motorcyclists to road test bikes from the new Moto Guzzi range. Starring in these free-of-charge test rides is the **V7 III Limited Edition**, the latest special version of the Mandello "seven and a half" that, built in just 500 numbered units, stands out for its eclectic and modern look, blending elegant chrome elements with sophisticated hi-tech materials.

The rich catalogue of **Moto Guzzi accessories** will have its own exhibition space at the heart of the party, while the **Eagle Shop** will serve as a gateway to the Moto Guzzi world, even for those who are not (or not yet) motorcyclists, thanks to the wide range of **original clothing and merchandising**.

Those who enter the Moto Guzzi universe, as authentic as it is stylish, will find his/her home in **The Clan, the official Moto Guzzi community** that offers its members exclusive advantages and can be accessed directly online at www.theclan.motoguzzi.com. The 2018 Open House is a gift and a great meet-up opportunity for the almost 28,000 members of The Clan, who will be able to benefit from a series of privileges, still to be unveiled.

Keep an eye on the Eagle brand's web pages, www.motoguzzi.com, for updates to the event programme and calendar.