



## MOTO GUZZI OPEN HOUSE 2018

### TWO GLOBAL SNEAK PEEKS IN MANDELLO: THE DEFINITIVE VERSION OF THE NEW MOTO GUZZI V85 TT ENDURO AND THE "MEAN" V9 BOBBER SPORT

THE COUNTDOWN HAS BEGUN FOR THE BIG PARTY WHICH WILL ATTRACT THOUSANDS OF ENTHUSIASTS TO MOTO GUZZI FROM 7 THROUGH 9 SEPTEMBER

BIKE ROAD TESTS, MUSIC, STREET FOOD, SHOWS, SHOPPING, ENTERTAINMENT AND FULL IMMERSION IN THE HISTORY AND FUTURE OF THE EAGLE BRAND

*Mandello del Lario, 4 September 2018* – The legendary red gate on via Parodi 57 in Mandello del Lario will open at **3:00 PM on 7 September**.

It is a ritual that celebrates the opening every year of the biggest party dedicated to all Guzzisti and lovers of beautiful motorcycles. **The 2018 Moto Guzzi Open House edition is just around the corner to liven up the historic plant which, from 7 through 9 September, will be the beating heart of the event.**

**It will kick off on Friday, 7 September at 3:00 PM** with the **opening of the Shop** and the **guided tours of the Moto Guzzi Museum**, a true historic memory of the Italian brand, where **150 of the rarest and most representative** Moto Guzzi units are kept. Vast exhibit spaces will be set up to display the current **entire Moto Guzzi range**, with the first big piece of news: the **V9 Bobber Sport**, which Moto Guzzi presents for the first time as a homage to the Open House attendees. With its essential and aggressive lines, V9 Bobber Sport is the sporty version of a model that has been convincing, not only because of its superb shape, but also because of its undisputed riding qualities.

**Saturday the 8th**, starting from 09:30 AM, it will be possible to participate in **guided tours of the production lines**, the engine assembly line where the legendary twin cylinders are born, and the **historic Wind Tunnel**. Inside the latter, the second world première of the event is housed: the definitive version of the **V85 TT, the first medium engine capacity classic enduro** dedicated to bike touring without frontiers. A unique motorcycle of its kind, it manages to combine in one body the highly evocative and typically Moto Guzzi lines with cutting-edge equipment, performance and dynamics. At 11:30 AM, all eyes will be on the **Moto Guzzi Village** where there will be a talk show with special guests to discuss the new Moto Guzzi bikes to come and the passion for customisation. Refreshments will once again be plentiful this year with **Street Food**, thanks to the presence of five different mini trucks capable of whipping up gourmet quality dishes on the spot with a vast selection connected to the best tradition in Italian cuisine.

At 09:30 AM, the **test rides** will depart from the Village. **All of the models in the Moto Guzzi range** will be available for a ride along a route designed to test the qualities of the Italian bikes, accompanied by the beautiful scenery of Lake Como. Another protagonist of the test rides will be the **V7 III Limited**, the latest special version of the "seven-fifty" from Mandello made in just 500 numbered units.

In this Open House edition, the space available for the Eagle brand shop has also been increased in order to meet the high demand of the enthusiasts. The already vast selection of **original apparel and merchandising** that represent the gateway to the Moto Guzzi world has also increased.

**On Sunday the 9th** of September, the event will once again be open to the public at 9:30 AM and a series of guided tours will begin to the production line, the engine assembly line and the Wind Tunnel. At the same time, the first test rides will depart and the Shop will also open up.

Moto Guzzi dedicates special attention to **The Clan** members, **the official Moto Guzzi community** that has exceeded 30,000 registrations, all with the common bond of passion for the iconic Italian brand. You can register and discover all the dedicated exclusive privileges online at **[www.theclan.motoguzzi.com](http://www.theclan.motoguzzi.com)** or during the Open House at the specific desks.



On the Eagle brand's website, [www.motoguzzi.com](http://www.motoguzzi.com), you can find all the schedule updates and planned events.