



## **PRESS RELEASE**

### **EICMA 2011: ANNOUNCING THE NEW MOTO GUZZI V7**

**A new engine, full design restyling, unique features: Moto Guzzi's legendary "seven and a half" has had a complete makeover. The new V7 range debuts at the Milan motorcycle show.**

*Milan, 4 November 2011* – In a preview presentation, the **Piaggio Group** has unveiled one of the many new products it will be launching **next Tuesday at 2 p.m.** during a **major Group press conference at EICMA 2011**, the 69<sup>th</sup> International Motorcycle Show in Milan.

The Milan show will mark the debut of the new **Moto Guzzi V7** range, now consisting of three models, two tourers and a racer: the **V7** (a classic motorcycle), the **V7 Special** (for upmarket tourism and speed enthusiasts) and the **V7 Racer** (the highly advanced racing version).

**Three completely new bikes delivering greater power and greater speed**, but all based, in architectural terms, on the 90° V-twin engine with cardan-shaft transmission used on all Moto Guzzi bikes, and a double cradle frame.

With this extraordinary new offer, the **new V7 range** concludes Moto Guzzi's exceptional **90<sup>th</sup> anniversary year** and a calendar of initiatives that culminated in Guzzi World Days in September. The event saw **more than 20,000 participants** arrive in Mandello del Lario from every corner of Italy, Europe and the world to celebrate the ninetieth birthday of the "eagle", a brand created in 1921 which became part of the Piaggio Group in 1921.

The new V7 range is another tangible sign of the Piaggio Group's **investments** in the new Moto Guzzi products: expenditure of **more than 40 million euro** is planned over the next five years, in addition to the investments in the Mandello del Lario factory. The first results of this major spending program have not been slow in coming: thanks to the new 2011 models like the Stelvio 1200 8V, the Norge 1200 8V and the small "previous-generation" V7s, in the **first ten months of 2011** Moto Guzzi reported **31% growth** compared with the year-earlier period, a particularly impressive achievement considering the 8% fall in demand on the European motorbike market during the same period.

**A new engine, design restyling, unique features: the Moto Guzzi V7 has reached a new peak with a complete makeover true to the myth of the original V7**, mass production of which began in Mandello del Lario in 1966, and all the subsequent models united by their extraordinary worldwide success.

The **design** of the new V7 range making its debut in Milan next Tuesday reveals the model's pedigree through a combination of forms and volumes that hark back to its celebrated forerunners: from the V7 750 Special with its moldings and valance panels, to the V7 Sport, which influenced the fuel tank, the main new feature on the new V7.

The **new Moto Guzzi 750cc twin-cylinder** engine on the new V7 range has undergone a full re-engineering, not just in terms of visual impact. **Power and torque** have been boosted, **fuel consumption and emissions** have been reduced, riding pleasure has been enhanced. Compared with the previous engine, the new single-feed model provides more than 10% extra power and, above all, torque, with further reductions in fuel consumption and emissions.