



MOTO GUZZI EXPERIENCE 2019

THE EXCLUSIVE *ON THE ROAD* EXPERIENCE ON THE SADDLE OF A MOTO GUZZI GETS BIGGER AND BETTER

NEW FORMATS, NEW DESTINATIONS AND AN INCREASINGLY PACKED SCHEDULE OF EVENTS ON THE MOST BEAUTIFUL ROADS IN ITALY AND EUROPE

THE LOVE OF BIKES AND OF TRAVELLING, OF FRIENDSHIP, FOOD AND EXPLORATION, ALL IN ONE RICH OFFER THAT EMBODIES THE AUTHENTIC VALUES OF MOTO GUZZI

PRE-BOOKING TO BEGIN AT THE MOTO GUZZI AREA AT EICMA 2018

Milan, 29 October 2018 - Launched in autumn 2017, the Moto Guzzi Experience is an engaging adventure on the saddle of a Moto Guzzi that offers **authentic thrills for all bikers who love life *on the road***, exploring **nature**, discovering the **territory** and forming **friendships** with fellow bikers.

Following the great success of the first editions, which explored the magnificent roads of Sardinia, the Dolomites in Trentino and Tuscany, the Moto Guzzi Experience will be even bigger and better in 2019. The new **schedule will span nine months starting in March 2019, with new destinations, even beyond Italy's borders**. An even longer list of landscapes and extraordinary roads will be available, ready to be enjoyed from the saddle of a Moto Guzzi.

Another major change for 2019 is the **different typology and duration of the tours**: options will include everything from **shorter trips**, lasting 4 days, and **week-long excursions, to more adventurous experiences** with up to ten days on a Moto Guzzi.

The **special *all inclusive* format**, one of the many secrets behind the success of the Moto Guzzi Experience, is confirmed: the tour package will include full board with lunches on the road and dinners at select locations, use of the bikes, petrol, and every type of assistance during the journey.

At every stage in the Moto Guzzi Experience **participants have the opportunity to enjoy the entire range of Moto Guzzi models**: the best selling V7 III with its rich range of versions; the renovated V9 with its authentic custom spirit and dual soul; the rebellious Audace, *muscle bike* with its powerful performance; the luxurious Eldorado, sumptuous and technologically avant garde; the flagship California Touring, without equal for its comfort and class; the powerful MGX-21, the bagger from Mandello and Moto Guzzi's hi-tech nonconformist. Besides these models, **the highly anticipated Moto Guzzi V85 TT** will join the club in 2019.

The Moto Guzzi Experience isn't limited to the faithful Guzzi enthusiasts who are part of The Clan - the official Moto Guzzi community that offers exclusive advantages for its members and has recently surpassed the 30,000 member mark - it is open for any biker who wishes to experience the world of the Eagle from Mandello. **Pre-booking for the 2019 Moto Guzzi Experience will kick off at the EICMA 2018 international biking trade show**, scheduled for this coming 8 to 11 November at Fiera Milano-Rho: visitors to the Moto Guzzi area (Pavilion 9) will receive further useful information, also available on the website dedicated to The Clan: theclan.motoguzzi.com.



For more information and to sign up:
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