



PRESS RELEASE

THE LEGEND OF MOTO GUZZI V7 BIKES AND SCOTT POMMIER'S ARTWORK ON DISPLAY IN MILAN.

Spazio Broletto 13, the Piaggio Group's showroom in the heart of Milan, (on via Broletto 13, just a stone's throw from Cordusio), celebrates the extraordinary union between a classic from the "Eagle brand", a passion for bikes and the love of photography.

Scott Pommier is a 36 year old Canadian photographer and winner of the PDN Photo Award who came to Italy expressly to shoot the new Moto Guzzi V7s in Mandello del Lario and along the banks of Lake Como in the Lecco area of Italy.

The exhibition will be open until May 7th from Monday thru Friday from 10.00AM to 7.00PM. On Saturday 21st and Sunday 22nd, to coincide with the Fuorisalone weekend, the exhibition at the Spazio Broletto will be open from 11.00AM to 7.00PM.

Milan, April 17th 2012- Moto Guzzi is one of the brands, which represents the excellence of Italian industry. Moto Guzzi motorcycles were born and continue to be made in Mandello del Lario in Italy's Lombardy region. Its history is singular and last September for its 90th anniversary, over 20,000 Guzzi aficionados came from all over the world to celebrate the anniversary and met on the eastern branch of Lake Como.

Moto Guzzi is a legendary brand, whose fame is built on bikes that speak of the history of motorcycles. One of these is the legendary Guzzi V7-which has been produced since 1966 and has always featured the world famous twin engine in a V shape with cardanic transmission- and which has recently been re-born; it has been completely re-visited in terms of technicalities, performance and design, while maintaining the allure and style of a timeless design.

To celebrate the return of a legendary motorcycle like the V7, Motor Guzzi trusted in Scott Pommier's lens, a 36 year old Canadian and possibly the world's best motorcycle photographer who recently won the PDN Photo Award in the Advertising category and who in 2009 won a place in both Communication Arts Photo and in Luerzer's Archive.

Scott Pommier, (official website: scottpommier.com) is famous for his extraordinary "on the road" shots, taken in North America, and this time around he wanted to shoot an advertising campaign, (created by Moto Guzzi with The Ad Store Italia agency) which would share the new V7 with the world in the Moto Guzzi's home of the Moto Guzzi. The Lecco side banks of Lake Como, the mountain tops described by Manzoni, Mandello's evocative piazzas and streets were the background against which Pommier plays with light, (strictly natural light), and reveals his extraordinary sense of composition while bestowing each shot with an unmistakable natural quality. The classic look of Scott's photographs for Moto Guzzi are evocative of a late 1960's aesthetic and captures one of the most joyous times in motorcycling history.

"I'm happy to be shooting Moto Guzzi's campaign – says Scott Pommier, straddled on a V7 on set at Mandello – it's a real brand, with a real history. Besides – he continues- I especially love bikes with twin engines, that have the feel and the sound of a real bike. It is one of the



greatest twin engines in the world, the Moto Guzzi with its V cylinders at a 90° angle, it represents perfect balance”.

From Pommier's art and from his love of motorcycles a new series of photographs is born, which celebrates a symbolic piece of Italian design and technology and perfectly captures the soul of a motorcycle, a companion for life and all its journeys.

The shots from a campaign that is destined to be a landmark campaign, and a fun selection of “behind the scenes” photographs are now on display in Milan at Spazio Broletto 13, the Piaggio Group's showroom, (on via Broletto 13- Cairoli or Cordusio subway stations) to celebrate a legendary brand of motorcycles, all of which are proudly built in Italy, with all motorcycle and photography aficionados.

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