



THE COUNTDOWN TO OPEN HOUSE 2017 HAS BEGUN

THE LEGENDARY V7 CELEBRATES FIFTY YEARS AND THE SPECIAL V9 BOBBER “OPEN HOUSE” VERSION MAKES ITS DÉBUT

FROM 8 THROUGH 10 SEPTEMBER THOUSANDS OF FANS ARE EXPECTED AT THE MANDELLO DEL LARIO PLANT

ROAD TESTS, SHOPPING, MUSIC, ENTERTAINMENT AND FULL IMMERSION IN THE HERITAGE OF THE EAGLE, ALL IN A SINGLE EVENT

Mandello del Lario, 4 September 2017 - Moto Guzzi starts its engines and prepares for the big Open House event, the must-attend appointment that the Eagle Brand dedicates to Guzzisti and lovers of beautiful motorcycles every year.

It will start on Friday 8 September at 3:00 PM with the opening of the Moto Guzzi museum and the Shop.

Saturday 9, beginning from 9:30 AM, it will also be possible to visit the production and engine assembly lines where the legendary twin-cylinders are born, as well as the historic Wind Tunnel.

At Open House 2017, Moto Guzzi presents V9 Bobber Open House, special version, characterized by a total black livery and dedicated to this event. Moto Guzzi V9 Bobber Open House is based on the attractive V9 Bobber but it enhances the dark soul and stands out with its equipment package, full of official Moto Guzzi accessories including the black top fairing instrument cover made of billet aluminium and the elegant Bar End mirrors. The fans will have 30 Moto Guzzi V9 Bobber Open House units at their disposal for a special test ride, accompanied by a special guest: Gianfranco Guareschi, the rider who rode his Moto Guzzi MGS-01 to victory in the prestigious Battle of the Twins on the Daytona circuit in 2006 and 2007.

Open House 2017 celebrates fifty years of the legendary V7, one of the most iconic motorcycles in Moto Guzzi history, with a special initiative: all V7 owners (from 1967 to the present) who participate in the event will receive a personalized commemorative certificate upon presenting their vehicle registration, as well as an unforgettable photograph with the first V7 700 from 1967 and the latest V7 III Anniversario version. Furthermore, thanks to collaboration with Poste Italiane, all participants in the Open House will be able to pick up the two V7 commemorative post cards with the postmark dedicated to the legendary model.

The Moto Guzzi Village, at the centre of the Mandello plant, will be the beating heart of the festivities for the three days, thanks to the soundtrack provided by Virgin Radio with live shows being broadcast on Saturday and Sunday, as well as entertainment with Ringo hosting. The best Italian customizers will be protagonists along with their creations, including the bikes that have starred in the TV programme Lord of The Bikes which has been extremely successful again in its second season on Sky Uno HD.

The Village will also be the meeting place where participants can register for the test rides, free of charge as always, of the models in the range that will be available for fans to test. Refreshments will be available from the **Foodit's** truck: quality gourmet dishes will be made on site thanks to an exclusive format with a wide range of selections in line with the best Italian tradition. Thanks to collaboration with Proraso, **an authentic “Barber Shop” will be set up which will offer traditional shaves or moustache and beard grooming services free of charge by appointment.**

The original Moto Guzzi garments, technical gear and accessories on display at the Moto Guzzi Shop are sure to be a temptation for all fans of the Eagle brand: they will range from T-shirts to helmets, from technical jackets to leather coats, some of these garments created exclusively for this event and on sale only for the weekend. And along with the original items, all of the products that Tom Tom develops expressly for bikers will be presented.

The complete programme is already online at the Eagle brand website, www.motoguzzi.com, as well as all the updates to the event calendar.