



PRESS RELEASE

MOTO GUZZI OPEN HOUSE 2016

THE WEEKEND DEDICATED TO PASSION FOR THE EAGLE BRAND IS BACK FROM 9 TO 11 SEPTEMBER. MOTO GUZZI CELEBRATES 95 YEARS AND OPENS A FIVE-YEAR PERIOD OF CELEBRATIONS THAT WILL LEAD UP TO THE CENTENNIAL

THE NEW AND LUXURIOUS MGX-21 MAKES ITS DÉBUT ON THE ROAD, RECENT PROTAGONIST AT THE 76th STURGIS MOTORCYCLE RALLY IN THE USA.

THE MANDELLO PLANT WELCOMES FANS WITH THE MOST COMPLETE PROGRAMME EVER: TEST RIDES, VISITS TO THE MUSEUM AND FACTORY, ENTERTAINMENT AND AN EXCLUSIVE CHANCE TO DO SOME MOTO GUZZI SHOPPING

Mandello del Lario, 10 August 2016 – In its most complete edition, the **Moto Guzzi Open House event is back**. The programme for the **95th anniversary of the Italian brand** is at once a celebration and the launch of a path that will lead toward the Moto Guzzi centennial. **The Moto Guzzi Open House** will be a great weekend celebration at Mandello del Lario (Lecco) – **from Friday the 9th of September to Sunday the 11th of September** – that will give the 10,000-plus bikers and their families who are expected to attend an unforgettable programme that is enhanced for this 2016 edition with a range of new initiatives.

Moto Guzzi, a 95 years of age, is experiencing a second youth. Always loved by historic fans and collectors, the Italian brand is winning the hearts of new and young riders, thanks to the recent V7II and V9, bikes that have combined style, history and innovation with the values of authenticity and unique personality that are the Moto Guzzi heritage. And so, the eagle is making a comeback as a protagonist, not only in Italy and historic markets such as Europe and the United States, but also all over the world, landing in countries like China and India.

The absolute star of the 2016 event will be the **new Moto Guzzi MGX-21**, the most spectacular bike ever produced at Mandello, protagonist – just recently – at the 76th Sturgis Motorcycle Rally, the most important rally in the world, being held in South Dakota (USA). The arrival of the MGX-21, a luxurious cruiser powered by the classic Moto Guzzi V-twin with a record displacement of 1400 cc, marks the launch of the five-year period that will lead up to the centennial in 2021.

The **Lord of The Bikes** troupe will also be at work during the Mandello weekend, immortalizing images for the next edition of the lucky TV talent dedicated to customising on SKY that, in the 2016 season, had Moto Guzzi starring in a challenge between the best Italian customizers. But the surprises do not end here. Since every event, in addition to its traditions and locations, also has its cult objects, for all those who want to experience the Moto Guzzi Open House as protagonists, a **special kit** has been prepared specifically for the occasion that can be purchased online (<http://openhouse2016bag.motoguzzi.com/en/>). The kit contains everything you need to enjoy the three Larian days in full Guzzi style.

The 2016 Moto Guzzi Open House will begin on Friday, 9 September, at 3:00PM with the opening of the Museum and the Shop. **On Saturday the 10th** the programme will already be in full swing. Beginning from 9:30AM visitors will also be able to tour the production lines, engine assembly where the legendary Guzzi twin cylinders come to life, and the historic Wind Tunnel.



The **Moto Guzzi range exhibit** will be the prologue to **test rides** (registration on site) of the sporty **Griso**, the adventurous **Stelvio**, the versatile Moto Guzzi **V7II** (Stone, Racer Special and the new Stornello), the powerful **California 1400 Touring SE**, the luxurious **Eldorado**, the aggressive **Audace** and the latest arrivals: the **Moto Guzzi V9** in the Bobber and Roamer versions.

The extremely rich **Moto Guzzi accessories** catalogue will have its own exhibit space in the heart of the festival, whereas the **Eagle Shop** will be the doorway to the Moto Guzzi world, even for those who are not riders (or not yet), thanks to the complete range of **original apparel and merchandising items**.

Those who adhere to this universe of values, style and excitement, will find themselves at home in **The Clan, the official Moto Guzzi community** that reserves exclusive benefits for its members. On the occasion of Moto Guzzi Open House 2016, in a space specifically dedicated to welcoming Made in Mandello bikes, membership in the community will be offered (online registration at <http://theclan.motoguzzi.com>) as well as the privilege of accessing the related benefits such as dedicated test rides, personalised Museum and plant tours and the opportunity to take advantage (following online booking) of a **free check-up on their bikes**, right in the Mandello garage.

The programme will continue in full swing until the afternoon of **Sunday the 11th of September** when with the last tour of the plant scheduled for 5:30PM, it will be time to bid one another farewell and the Guzzisti will get back on the road home, enriched with new memories and great excitement.

THE PLACES OF THE MOTO GUZZI LEGEND AND PASSION

MOTO GUZZI VILLAGE

A dedicated area of the plant will host the Moto Guzzi Village, a space dedicated to members of The Clan community and all enthusiasts who are curious to plunge into the initiatives that will involve them in the world of the Italian Eagle.

THE CLAN GARAGE

This is an area equipped to provide an exclusive and free check-up service for the bikes of all community members who have booked ahead of time online at <http://theclan.motoguzzi.com>.

MOTO GUZZI WORLD CLUB

This is the association that has coordinated Guzzi fan clubs all over the world since 2002. The MGWC info point will be positioned near the main entrance to the Mandello factory, displaying a collection of the members' bikes, machines that have made Italian motorcycling history.

TEST RIDES

This is a chance not to be missed for any motorcycle enthusiast: the opportunity to test the new Moto Guzzi machines, right here in the place where they were born, on the extremely charming roads that run along the Larian lake.

MUSEUM

This area houses more than 150 models that have made their mark on Moto Guzzi history, an extraordinary path that goes all the way back to the roots of a proudly Italian legend. Factory bikes, racing bikes, prototypes and engines are accompanied by an exceptional collection of photographs and original documents.



ENGINE ASSEMBLY LINE

This is the area of the plant where the famous twin cylinder engines are assembled by hand, one by one. Here a unique powerplant was born and made history with its exclusive architecture that marked the history of Moto Guzzi.

MOTORCYCLE ASSEMBLY LINE

Here is where the Moto Guzzi bikes take shape. Here the finished twin cylinder meets the motorcycle that will accompany it for the rest of its life. On the line visitors will be able to follow, step after step, operation after operation, the birth of that jewel of technology and fine Italian manufacturing that each Moto Guzzi has represented for 95 years.

WIND TUNNEL

Opened in the Mandello del Lario plant in 1950, this was the first example of a wind tunnel for aerodynamic motorcycle testing. A uniquely charming place, today it is the scene of a technological first and a glorious tradition that only a Moto Guzzi can possess.