

**NEW**



  
**MOTO GUZZI®**

# 100 YEARS OF GENUINE PASSION



The Moto Guzzi spark was struck exactly a century ago, on 15 March 1921, thanks to the vision of three aviators who had just returned from the First World War: Carlo Guzzi, Giovanni Ravelli and Giorgio Parodi, with his father, Emanuele Vittorio. The oldest motorcycle manufacturer in Europe stands out straight away for its motoring innovations and its industrial vision,

ahead of its time. In 1950, in the historic Mandello del Lario headquarters where Moto Guzzis are still produced to this day, the first wind tunnel for motorcycles was built. A highly successful heritage made up of legendary bikes and a collection of international trophies, with

**14** WORLD CHAMPIONSHIPS

**11** TOURIST TROPHIES

*Moto Guzzi has written a century of motorcycling history. Forever faithful to its values, timeless and always fashionable, it represents a genuine passion for motorcycles.*

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**KEEP  
RIDING**



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More power  
Always V7





# NEW ENGINE, THE THRILLS CONTINUE

THE TRANSVERSAL 90° V ENGINE IS A MOTO GUZZI CALLING CARD AND THIS V7 CONTINUES IN THE WAKE OF THIS HISTORY, BUT IT IS REVAMPED, INCREASING ENGINE CAPACITY, POWER AND TORQUE. THE NEW V7 OFFERS AN EVEN MORE THRILLING AND FUN RIDING EXPERIENCE, AT THE SAME TIME REMAINING EFFICIENT AND RELIABLE, AS PER TRADITION.

01

853 CC  
ENGINE

02

MAXIMUM POWER:  
65 HP AT 6800 RPM  
(25% HIGHER)

03

MAXIMUM TORQUE: 73 NM AT  
5000 RPM (21% HIGHER) WITH  
MORE THAN 80% OF THE TORQUE  
ALREADY AVAILABLE AT 3000 RPM.



# Always on the road

TRAVELLING ASTRIDE THE V7 CONVEYS A SENSATION OF EXTREME STABILITY AND COMFORT, IN ADDITION TO THE TRADITIONAL HANDLING TYPICAL OF MOTO GUZZI BIKES.

- ✓ EVOLVED FRAME
- ✓ NEW PAIR OF KAYABA SHOCK ABSORBERS
- ✓ NEW, TWO-TIER SEAT, TO ENSURE GREATER COMFORT FOR RIDER AND PASSENGER
- ✓ NEW RIDER FOOTPEG SUPPORTS.
- ✓ NEW, LARGER WHEELS: 18" FRONT WHEEL AND 17" REAR WHEEL





A man and a woman are riding a black Stone V7 motorcycle. The man is in the driver's seat, wearing a black leather jacket, blue jeans, and a black helmet. The woman is seated behind him, also wearing a black leather jacket, blue jeans, and a black helmet. The motorcycle is black with a silver eagle logo on the fuel tank. They are riding in front of a red brick wall. The text "V7 STONE" is in large black letters, and "ICONIC STYLE" is in large white letters.

# V7 STONE ICONIC STYLE

STONE IS THE PERFECT BLEND OF CLASSIC STYLE AND MODERN FEATURES. AN ICONIC BIKE WITH A STRONG IDENTITY, CAPABLE OF DRAWING ATTENTION WITH ELEGANCE AND DISTINCTIVE STYLE.





V7 STONE EVOLVES WITHOUT LOSING THOSE ESSENTIAL TRAITS THAT MADE IT LEGENDARY: THE CLASSIC STYLE IS REINTERPRETED THANKS TO THE NEW TECHNOLOGICAL SOLUTIONS THAT IMPROVE THE RIDING EXPERIENCE AND ENHANCE ITS DISTINCTIVE CHARACTER.

X THE HEADLAMP IN THE FULL LED LIGHTING SYSTEM HAS DRL THAT OUTLINE THE SHAPE OF THE MOTO GUZZI EAGLE.

X NEW, FULLY DIGITAL LCD INSTRUMENTATION ON A SINGLE, CIRCULAR DIAL.

X NEW BLACK EXHAUST TO EMPHASISE THE MODERN LOOK.

X THE SPORTY STYLE ALUMINIUM WHEEL RIMS ARE ALSO NEW, THE REAR SHOD WITH A WIDE 150/70 TYRE.

X NEW SIDE PANELS WITH A STYLISH DESIGN AND THE SHORTER REAR MUDGUARD GIVE THE BIKE AN ELEGANT AND METROPOLITAN STYLE.





# Special Edition Centennial Livery





THE EAGLE  
IN GOLD  
FINISH

SATIN-FINISHED METAL  
FOR THE FUEL TANK,  
REMINISCENT OF MOTO GUZZI'S  
RACING PAST

LEATHER ON THE SEAT TO  
EMPHASISE THAT 'MADE IN ITALY'  
ATTENTION TO DETAIL

DEDICATED LOGO  
WHICH CELEBRATES  
MOTO GUZZI'S 100  
YEARS IN GRAPHICS

THE SIDE PANELS ARE  
GREEN, REMINISCENT  
OF THE FAIRING ON THE  
**NORMALE**, THE FIRST  
MOTO GUZZI



## V7 STONE CENTENNIAL LIVERY **SPECIAL EDITION**

TO CELEBRATE MOTO GUZZI'S 100 YEARS, THE PRESTIGIOUS CENTENNIAL LIVERY, A SPECIAL EDITION PRODUCED ONLY IN 2021. THE EXCLUSIVE COLOUR SCHEME DRAWS INSPIRATION FROM MOTO GUZZI HERITAGE AND THE AESTHETICS OF ICONIC AND UNFORGETTABLE BIKES LIKE THE OTTO CILINDRI, WHICH FLAUNTED ITS SPORTY ESSENCE WITH AN EXTREMELY ELEGANT COMBINATION OF COLOURS.



# V7 SPECIAL AUTHENTIC ELEGANCE



V7 SPECIAL IS A GENUINE CLASSIC, A  
TRUE AND AUTHENTIC MOTO GUZZI





**V7special**  
MOTO GUZZI



V7 SPECIAL EMBODIES THE ORIGINAL CHARACTER OF ITS '70s ERA FOREFATHERS. ITS TIMELESS LINES ARE RENEWED, EVOKING THE ATMOSPHERE OF THE MOST AUTHENTIC MOTO GUZZI.

X NEW ICONIC AND EVOCATIVE GRAPHICS:  
LIKE THE 850 GRAPHIC ON THE FUEL TANK  
THAT RECALLS THE NEW ENGINE CAPACITY

X ELEGANT, DUAL DIAL INSTRUMENT  
CLUSTER (SPEEDOMETER AND REV  
COUNTER)

X BULB HEADLIGHT

X SPOKED WHEELS

X CHROMIUM EXHAUST AND DETAILS  
TO MAINTAIN THE CLASSIC AND  
DISTINCTIVE STYLE



# V7: THE ORIGINS OF THE LEGEND

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*Constantly seeking new technical solutions, in 1961 the ingenious Giulio Cesare Carcano created the renowned 90° V engine, which was to become the symbol of Moto Guzzi, making its debut on a bike which would itself become an icon: the V7.*

The new bike was born to participate in a bid to supply the police, who wanted a vehicle with a large engine capacity, but at the same time agile in traffic and easy to service. It was to become the law enforcement bike for half the world, also testified to by the famous scene from the Bond film, "Diamonds Are Forever", where we see Sean Connery astride the V7 California, supplied at the time to the American police.

Extremely stylish and destined for great success, the V7 achieved so much success that it soon left the police departments to meet the general public, which were introduced to it at the 1965 Milan Cycle and Motorcycle Show. It went into production the following year and the new Special version arrived immediately thereafter.







**IT BEGAN TO RACK UP  
NUMEROUS WORLD RECORDS  
STRAIGHT AWAY IN THE 750 AND  
1000 CC CLASSES ON THE  
HIGH-SPEED RING AT THE  
MONZA TRACK.**

Given the records achieved and the successful sales, in 1971, the first factory version of the V7 Sport joined the range, hand assembled at the Moto Guzzi Experiences Department. That same year, rider Raimondo Riva took third place at the V7's debut in the legendary "Monza 500 kilometres": just one more reason to win over the hearts of Italians and motorsport lovers all over the world.

After a few years of halted V7 production, in 2008 the legend rose again with the launch of the V7 Classic which, thanks to a perfect blend of the style inspired by its famous '70s era forefathers and the technology of a modern bike, immediately won over riders everywhere.

It was the dawn of a new era for the Moto Guzzi V7, which soon led to the creation of new versions, perceiving modern fashions and trends, like the passion for personalisation and the love of special series with a unique flavour.

In 2015, the V7II made its debut in the Stone, Special and Racer variants, and soon afterwards, the V7III arrived with the Anniversario, Carbon, Rough, Milano, Stone S and Night Pack limited editions.

The years pass, but not the unmistakable style of that slightly racing spirit and in 2019, the V7 also returned to the track as protagonist of the single-brand Moto Guzzi Fast Endurance trophy: a unique opportunity to fully experience Moto Guzzi passion.

Today, the new V7 range, the latest generation of a two-wheeled legend, is revamped but remains deeply faithful to itself and continues to thrill riders all over the world.



# Authentic design



**MARCO LAMBRI**, PIAGGIO GROUP STYLE CENTRE MANAGER, TALKS ABOUT WHAT IT MEANS TO CONCEIVE THE V7 DESIGN, A BIKE THAT IS ALREADY A LEGEND.

## WHAT DOES IT FEEL LIKE TO WORK ON THE DESIGN OF THE NEW V7?

“The V7 has always been an icon in its segment. It has a heritage that few competitors can boast and, 53 years after its début, it was completely revamped: in the engine, technology and style.

FROM A DESIGN POINT OF VIEW, WE WANTED TO IMPRINT A CONSISTENTLY MORE CONTEMPORARY CHARACTER TO THE EVOLUTION OF THE V7.

It is always fascinating to work for a legendary brand like Moto Guzzi and on such an iconic model. So, I was particularly please to work on this project.”



IN JUST A FEW WORDS,  
HOW WOULD YOU  
DESCRIBE THE V7?

"Like any respectable classic naked, the fuel tank, seat and side panels represent the three cardinal elements that must always be legible, but as with any Moto Guzzi, the engine is the true protagonist.

EVERYTHING REVOLVES AROUND IT AND THE INCREASED ENGINE CAPACITY HAS GIVEN IT AN EVEN MORE IMPORTANT PRESENCE

On V7 Stone, everything is simplicity and substance, but there is also a lot of concrete technology and style that comes together in a unique combination: the eagle that is always illuminated in the front headlamp to make it recognisable even in the dark, sturdy metal for the fuel tank and the even more comfortable seat for rider and passenger."



THERE ARE TWO VERY  
DISTINCT WAYS OF  
UNDERSTANDING THE V7  
TODAY, REPRESENTED  
VERY WELL THIS YEAR  
BY THE TWO VERSIONS:  
STONE AND SPECIAL.  
HOW DID YOU INTERPRET  
THEM?

The V7 Stone is intended for a new generation of riders, so a more modern and provocative style was chosen. We redesigned the wheels in alloy, as well as the instrumentation, which is now fully digital, but with a single, circular dial reminiscent of the classic analogue instrument clusters.

AND THEN, SATIN-FINISH COLOURS AND MINIMALIST GRAPHICS ADD THAT SOMETHING EXTRA!

The V7 Special, on the other hand, is primarily dedicated to "loyal Guzzisti", bound to tradition, so it maintains the elegant, dual dial analogue instrumentation (speedometer and rev counter) and spoked wheels. More classic colours and equipment complete it."







More Freedom  
Always V7



## CENTENARIO



## AZZURRO GHIACCIO



## BLU FORMALE



## ARANCIONE RAME



## NERO RUVIDO



## GRIGIO CASUAL



### V7 STONE

V7 STONE IS AVAILABLE IN THE SATIN-FINISH NERO RUVIDO, AZZURRO GHIACCIO AND ARANCIONE RAME COLOUR SCHEMES, AS WELL AS LIVREA CENTENARIO (CENTENNIAL LIVERY). V7 SPECIAL IS AVAILABLE IN THE BLU FORMALE AND GRIGIO CASUAL VARIANTS.

### V7 SPECIAL

# colours



More Comfort  
Always V7







# YOU AND YOUR MOTO GUZZI

*An ode to freedom that is renewed every time the helmet is put on and the key is turned.*

An ode to freedom that is renewed every time the helmet is put on and the key is turned. We know that feeling, because for nearly a hundred years, it has united those across the world who, like us, have an eagle tattooed on their heart. The Clan is the community of Moto Guzzi owners and fans where you can find fuel for your Guzzista passion and new travel campaigns to constantly discover new horizons. Stay up to date on the Moto Guzzi world through our official channels. And share your passion with the official hashtags.

Join us on [theclan.motoguzzi.com](https://theclan.motoguzzi.com)

Stay up to date on the Moto Guzzi world through our official channels.

-  [motoguzzi.com](https://motoguzzi.com)
-  [facebook.com/MotoGuzziItalia](https://facebook.com/MotoGuzziItalia)
-  [instagram.com/motoguzzi](https://instagram.com/motoguzzi)
-  [youtube.com/motoguzziofficial](https://youtube.com/motoguzziofficial)

And share your passion with the official hashtags.

#MotoGuzzi  
#MotoGuzzi100  
#KeepRiding  
#V7  
#V7Stone  
#V7Special  
#MotoGuzziTheClan



1921 **100** YEARS 2021

9-12 SEPTEMBER 2021

# The place to be

GIORNATE MONDIALI GUZZI

CAN YOU IMAGINE THE ENERGY OF THOUSANDS OF GUZZISTI FROM ALL OVER THE WORLD? THE GMG ARE ALWAYS A HIGHLY ANTICIPATED EVENT BY EVERY GUZZISTA, THE TIME TO RETURN "HOME", ON LAKE COMO, TO REDISCOVER THE MOTO GUZZI LOCATIONS AND MEET THOSE WHO SHARE THIS GREAT PASSION WITH YOU. WE'LL SEE YOU IN MANDELLO DEL LARIO FROM 9 TO 12 SEPTEMBER 2021. A MUST-ATTEND EVENT TO CELEBRATE THIS CENTENNIAL TOGETHER. YOU CAN FIND COMPLETE INFORMATION IN THE DEDICATED SECTION OF [MOTOGUZZI.COM](https://motoguzzi.com)

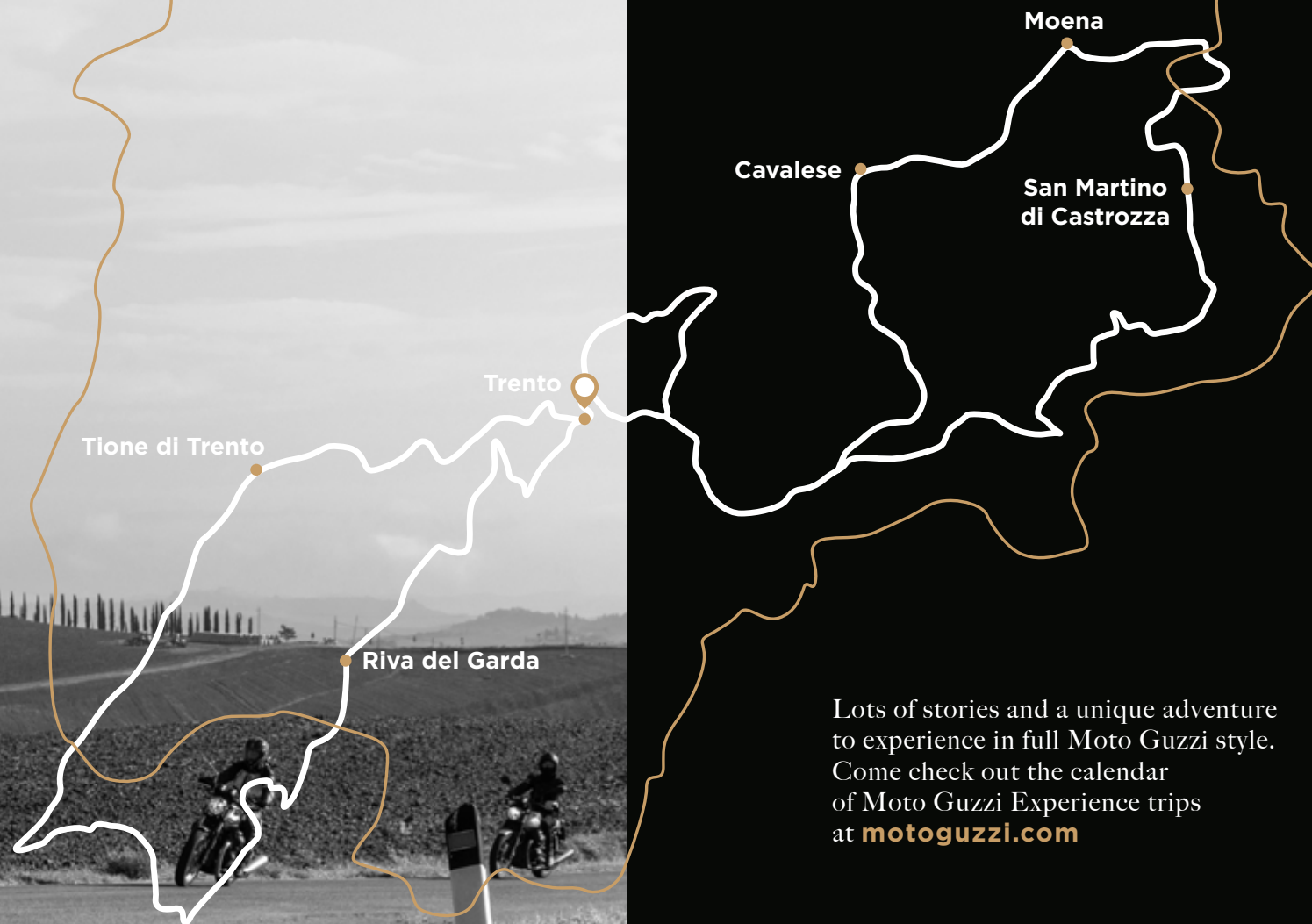




# TRAVELLING WITH V7

Breathtaking landscapes, roads to discover and new friends to meet. Moto Guzzi provides the bikes from its range and all you need to bring is your passion and hunger for freedom. Many riders at the start and a single group at the end. Different bikes but only one sound: that of the twin-cylinder from Mandello.

  
**MOTO GUZZI®**  
*EXPERIENCE*



Lots of stories and a unique adventure to experience in full Moto Guzzi style. Come check out the calendar of Moto Guzzi Experience trips at [motoguzzi.com](https://www.motoguzzi.com)



A wide-angle photograph of a beach at sunset. The sky is a deep blue with wispy white clouds. A large, dark cliff rises on the left side of the frame. In the foreground, three surfers in silhouette are walking along the sandy beach, carrying their surfboards. The ocean is visible on the right, with gentle waves washing onto the shore. The overall mood is serene and adventurous.

More Fun  
Always V7





## V7 STONE

## V7 SPECIAL

<b>Engine</b>	Transversal 90° V-twin, two valves per cylinder.	Transversal 90° V-twin, two valves per cylinder.
<b>Displacement</b>	853 cc	853 cc
<b>Cooling</b>	Air	Air
<b>Bore x Stroke</b>	84 x 77 mm	84 x 77 mm
<b>Maximum power</b>	65 CV (47,8 kW) - 6.800 rpm (Also available at 35 kW, A2 driver license).	65 CV (47,8 kW) - 6.800 rpm (Also available at 35 kW, A2 driver license).
<b>Maximum torque</b>	73 Nm - 5.000 rpm	73 Nm - 5.000 rpm
<b>Gearbox</b>	6 speed	6 speed
<b>Front suspension</b>	Hydraulic telescopic fork Ø 40 mm.	Hydraulic telescopic fork Ø 40 mm.
<b>Rear suspension</b>	Swingarm Twin-sided with two spring preload adjustable shock absorbers.	Swingarm Twin-sided with two spring preload adjustable shock absorbers.
<b>Freno anteriore</b>	Stainless steel floating disk Ø 320 mm, Brembo caliper with 4 differentiated and opposed pistons.	Stainless steel floating disk Ø 320 mm, Brembo caliper with 4 differentiated and opposed pistons.
<b>Freno posteriore</b>	Stainless steel disk Ø 260 mm, floating 2 pistons caliper.	Stainless steel disk Ø 260 mm, floating 2 pistons caliper.
<b>Front wheel</b>	Lightweight alloy, 18" 100/90.	Spoked, 18" 100/90.
<b>Rear wheel</b>	Lightweight alloy, 17" 150/70.	Spoked, 17" 150/70.
<b>Seat height</b>	780 mm	780 mm
<b>Dry weight</b>	198 kg	203 kg
<b>Kerb weight</b>	218 kg (In conformità alle norme VO (EU) 168/2013, con tutti i liquidi d'esercizio, con equipaggiamento standard e serbatoio carburante riempito almeno al 90% della capacità utile).	223 kg (According to guideline VO (EU) 168/2013 with all fluids, with standard equipment and fuelled with at least 90% of usable tank volume).
<b>Fuel tank</b>	21 l (4 reserve)	21 l (4 reserve).
<b>Compliance</b>	Meets European Directive Euro 5.	Meets European Directive Euro 5.
<b>CO<sub>2</sub> Emissions</b>	119 g/km (CO <sub>2</sub> )	119 g/km (CO <sub>2</sub> )
<b>Consumption</b>	4,9 l/100 km	4,9 l/100 km
<b>Consumption</b>	Full LED lights package with DRL, LCD dashboard, MGCT Moto Guzzi Controllo di Trazione, Standard double channel ABS.	LED turn indicators and stop light, MGCT Moto Guzzi Controllo di Trazione, Standard double channel ABS.



# SERVICES

## X-CARE + MAINTENANCE

Thanks to the routine maintenance services offered by the brand, you can ride your bike without a care in the world. When you select and purchase one of the packages available to meet various needs, you will be entitled to periodic scheduled maintenance in line with the specifications set out in the use and maintenance manual.

**2 YEARS** 2 service operations (1,000 - 10,000 km)

**3 YEARS** 3 service operations (1,000 - 10,000 - 20,000 km)

**4 YEARS** 4 service operations (1,000 - 10,000 - 20,000 - 30,000 km)

## X-CARE + EXTENDED WARRANTY

The X-Care Extended Warranty completes the dedicated services on offer, protecting your peace of mind when it comes to your bike and allowing you to travel worry-free with a 1 or 2 year warranty which includes roadside assistance:

- Coverage of repair costs for faults due to manufacturing or assembly defects on parts
- Replacement of any damaged parts with original spare parts, labour included
- Roadside assistance which guarantees non-stop mobility in addition to the breakdown recovery and towing services
- Specialised, certified Piaggio Group Service assistance
- Maintenance of the retail value of your used vehicle in case you decide to sell
- Coverage throughout Europe

Ask your dealership or your authorised service centre for full details of the services and coverage available in your country.

## FINANCIAL SERVICES® PIAGGIO

The dream of riding a Moto Guzzi is now even easier to achieve, thanks to Piaggio Financial Services, the new Piaggio Group platform dedicated to the most innovative financing solutions.

[www.piaggiofinancialservices.com](http://www.piaggiofinancialservices.com)

The company reserves the right to make technical and aesthetic modifications at any time. Complete information regarding models and accessories is available at [www.motoguzzi.com](http://www.motoguzzi.com). Ride carefully, always wearing a helmet and suitable gear. Always comply with the Highway Code and respect the environment. Read the user and maintenance manuals thoroughly. Always request original, homologated spare parts in accordance with the laws in force. Refer to Official Moto Guzzi Dealers and Authorised Retailers for a secure purchase and guaranteed customer service.

COMPANY WITH  
ENVIRONMENTAL SYSTEM  
CERTIFIED BY DNV  
= ISO 14001 =

COMPANY WITH  
QUALITY SYSTEM  
CERTIFIED BY DNV  
= ISO 9001 =

COMPANY WITH  
SAFETY SYSTEM  
CERTIFIED BY DNV  
= OHSAS 18001 =

Moto Guzzi is a registered trademark of Piaggio & C. S.p.A

DEALER'S STAMP





[MOTOGUZZI.COM](http://MOTOGUZZI.COM)