**PRESS RELEASE**

**(For immediate release)**

**ARE YOU (GENTLE)MAN ENOUGH?**

**THE V7 III ROUGH HAS ARRIVED!!!**

**19th September 2018**, DIDI Resources is proud to introduce the new V7 III Rough in Malaysia at RM75,000 with a limited no of units at a special introductory price of RM69,900. The units are available for viewing at our dealership at the Gasket Alley in Petaling Jaya and Sheng Fatt in Penang.

To pay tribute to the upcoming Distinguished Gentlemen’s Ride 2018, we recently had the honour of Mr Simone Niccolai, Managing Director of Asia Pacific 2Wheeler, Piaggio Asia Pacific to dress up for the upcoming occasion (concept attire by Tiga Supply Co) to unveil the new V7 III Rough in Malaysia together with the management of DIDI Resources and Stronghold Cycles (the official dealer for Moto Guzzi at The Gasket Alley).

The V7 is one of the most celebrated and well-known Moto Guzzi models. This world fame is due to its ability to remain faithful to the expectations and reputation of a legendary brand like Moto Guzzi. Since 1967, the year the first units were sold in Italy, the V7 became a pillar of the product range and the representative of the Italian motorcycle par excellence, standing out for its content and design, highly popular with a transversal and varied public.

More than fifty years from the launch of the first unit, Moto Guzzi V7 III is the third act of a unique story. The challenge of introducing the V7 III was one of the most difficult, considering the emblem and the success of the V7. From 2009 it has also been the brand's best selling model and constitutes the entry level bike for the Moto Guzzi world.

As was the case with the V7 II compared with the first-born V7, for the V7 III the revamping was profound enough to merit a new progressive number in Roman numerals, that has always distinguished the most popular and long-lasting Moto Guzzi bikes. V7 III is the result of Moto Guzzi's passion, skilfully revamping its best seller, leaving its **character and authenticity** unaltered, values that are destined to last over time.

**Five versions and infinite interpretations**

The V7 III family doubles and, alongside the well-known Stone, Special and Racer, now come the **V7 III Rough and V7 III Carbon,** three new versions distinguished by different packages obtained through the originality and skill of introducing a series of special parts that give each bike a very different connotation and a unique character. Rough, Milano and Carbon represent a homage to customization.

The “seven-fifty” from Mandello has proven to be an excellent starting base for customization and it was a protagonist of **Lord of the Bikes**, the first television talent show dedicated to motorcycle customization, broadcast in Italy on Sky. The **range of original Moto Guzzi accessories** is an integral part of the project and has been further expanded. The V7 III therefore lends itself to an exceptionally wide range of customization, so you can create your own made to measure special, like a tailor fitted garment.

Consistent with the other Moto Guzzi models in the range, the V7 III also has a dark version characterised by its total black finishes. It is the Stone and a more classic one dominated by chroming, more in line with the design of the forerunner, which is the Special. The Racer, on the other hand, represents the successful sports heritage of Moto Guzzi, a winner of 15 world titles and 11 Tourist Trophies when the decision was made to retire from racing (in 1957).

**More pleasure to own and ride a V7**

The third generation of the “seven-fifty” from Mandello will continue to be the Moto Guzzi entry-level model, easy to ride, with the most contained size and weight in its category, but at the same time with a strong and authentic character, typical of all Moto Guzzi bikes, much of which is shown off by the transversal V-twin engine, a one-of-a-kind configuration. The primary goals that led this evolution had to do with style, standard equipment and performance on the road, in other words, aspects that influence the **pleasure of owning and riding a V7**.

V7 III keeps the stylistic personality of the model intact, characterized by a design that dialogues through shapes inspired by Moto Guzzi heritage and modern motorcycle requirements. The first impression is that you are in the presence of a mature and robust bike, a sensation due primarily to the presence of the dual pipe exhaust manifold and cylinder heads, both large in size. On the other hand, the metal fuel tank has not changed, with its excellent 21-litre capacity and style inspired, as always, by the one on the magnificent 1971 V7 Sport. Further elements of popular style concern the injector covers and side fairings with their sleek shape. Each of the V7 III versions has a dedicated saddle with brand new graphics and coverings. V7 III Stone, Rough and Carbon use a single, circular display instrumentation, in keeping with their image of essential bikes. The Special, Racer and Milano versions, on the other hand, have a second circular display for the rev counter. The speedometer has an analogue dial, while all other information is contained in the digital box: odometer, partial and daily trip (resets automatically eight hours after being switched off), trip time, instantaneous and average consumption, air temperature, average speed and the MGCT (traction control) level, as well as the engaged gear indicator, for which the minimum and maximum rpm value can be adjusted by the user. This way, you can keep a predetermined engine rpm range under control, for example to run in the bike as effectively as possible or to reduce fuel consumption to a minimum. The rider interacts with the instrumentation using the button on the right hand electrical block. The extensive catalogue of accessories includes the **MG-MP**, the Moto Guzzi multimedia platform that connects a smartphone to the vehicle to provide an exceptional quantity of information useful for the journey.

**Chassis architecture: guarantee of quality in Moto Guzzi tradition**

Moto Guzzi's skill designing super-fine chassis architectures is legendary. The delightful ride of the V7 has its origins in the distant past: in 1970, after a highly demanding series of tests, the V7 Police won the selection to join the LAPD (Los Angeles Police Department) team, demonstrating the Larian brand's authority on the matter even overseas. The steel frame maintains the dismountable double cradle layout and the same weight distribution (46% front; 54% rear) typical of recent V7 tradition; the third generation introduced a completely revamped and reinforced front part with a different steering geometry in order to guarantee more dynamic cornering, better handling and more stability. Particular attention was placed on the painstaking care and finishing of the details, including the welding and paintwork. The rear suspension system relies on a pair of Kayaba shock absorbers, adjustable in spring preload: thanks to their superior quality and the inclination on the fixing point to the frame, they provide a progressive and controlled response in any situation, even when riding two-up. The passenger can count on a comfortable seating position, thanks to the low and forward positioning of the foot pegs. The saddle-handlebar-footpegs triangulation is ideally spaced for riders of any height thanks to the lower saddle(770 mm from the ground) and the correct positioning of the aluminium footpegs.

**Small block engine: unique character and sound**

There are many excellent twin cylinder engines in the world, but **there is only one transversal V and it is the Moto Guzzi twin**, born in 1967 out of an ingenious intuition by Mr. Giulio Cesare Carcano and characterized by a configuration of the cylinders so particular that it made it an integral part of the bike's design, like a true modern art metallic sculpture. In the small block version, it has now reached its third evolution and it has been completely revamped comparing with the V7 II engine, with the goal of raising riding pleasure and fun on the road to a maximum, as well as guaranteeing higher performance and reliability.

The aluminium crankcase, stiffened in the key points, uses a crankshaft with inertial calculated to provide a lively response and an adequate engine brake. The lubrication system in the crankcase has been designed to dissipate the heat in the best possible way and to reduce power absorption in favour of both performance and a reduction in fuel consumption. There is also a ventilation system that reduces power loss due to the internal pumping of the crankcase chambers and a reduced capacity oil pump capable of absorbing less power. The oil pump intake duct is new, as is the related by-pass valve and piston cooling oil jets have been introduced that have a flow control and management valve. The alternator cover includes the blow-by gas output.

The interventions introduced one year ago also concerned the upper part of the engine, with new aluminium heads, pistons and cylinders comparing to V7 II, although the bore and stroke values (and therefore the engine displacement) are the same as the previous unit, a specific choice that **confirms the V7 III as the Moto Guzzi entry-level motorcycle**. As per tradition, the timing is controlled by a pushrod and rockers system with 2 valves per cylinder, but arranged in an inclined position (more efficient) in the head. The fuel system is entrusted to a single-body Marelli electronic injection system managed by an electronic control unit. The exhaust system is complete with dual pipe manifolds that help to improve thermal insulation. With the auxiliary air system intake in the heads, combined with the trivalent catalytic converter, the double lambda probe and the engine design, the Moto Guzzi twin 750 complies with the Euro 4 standard.

Maximum power reaches 52 HP at 6,200 rpm, whereas maximum torque measures in at 60 Nm at 4,900 rpm, with a truly flat torque curve that promise ease of use combined, as always, with that typical character and quick response of a Moto Guzzi engine. **The reduced-power version is also available, in line with the limitations set by the A2 class driver's license and ideal for new Guzzi riders**, who can also count on the reduced total weight and size and the overall easy ride of all the V7 III versions. Another innovative aspect of the Moto Guzzi engine is the 170 mm **dry single disc clutch** that increases sturdiness and reliability over time, also decreasing the load on the lever at the handlebar, all to the advantage of modulability and riding comfort. The six-speed gearbox introduced on the V7 II, precise and smooth, is unchanged but now benefits from a **different first and sixth gear ratio, both slightly lengthened**, handy for taking full advantage of the engine's torque and power characteristics.

**Safety: a Moto Guzzi asset**

Moto Guzzi has always been at the top of its game with it comes to safety aspects as well. V7 III has an **ABS braking system and an adjustable MGCT (Moto Guzzi Traction Control) system that can also be disabled**. The former is a two-channel Continental system that prevents the wheels from locking up, whereas the latter is a system that prevents rear wheel spin in acceleration. **The MGCT system is adjustable to two sensitivity levels**, one more conservative and ideal, for example, in poor grip situations due to wet or slippery asphalt and the other is designed to cater to the thrill of riding in safety on dry roads. Another peculiarity of the MGCT system is the possibility of recalibrating the rear tyre circumference, compensating for any wear or the use of a tyre with a different profile than the original so that the traction control system will always be accurate.

**V7 III Rough**

This version stands out for its **knobby tyres, mounted on spoked rims** and for the many details that give the V7 III Rough an urban country style. The equipment is completed by the **dedicated saddle** with stitching and a passenger grab strap and the pair of aluminium side fairings. The fenders are made of the same prestigious material. The headlight frame is painted black and the fork stanchions are protected by classic rubber dust covers. This is another element of Moto Guzzi style that transforms the V7 III into a true factory special with just a few skilful touches. The availability of original Moto Guzzi accessories for the V7 III (and for the previous versions) is extremely vast, so you can make this and the other V7 III versions even more personal and exclusive.

**Moto Guzzi Media Platform connects the V7 III to the world**

The Moto Guzzi multimedia platform is available as an option for the V7 III range. MG-MP is the innovative multimedia system which allows you to **connect the bike to your smartphone**. Thanks to a dedicated application, downloadable free from App Store and Google Play, your smartphone (iPhone or Android) becomes an actual sophisticated on board multifunctional computer and the link between the vehicle and the Internet.

The Bluetooth connection allows you to simultaneously view five parameters of your choice at a time, selected from a vast menu and including the speedometer, rev counter, instant power, instant torque, instant and average fuel consumption, average speed and battery voltage, longitudinal acceleration and extended trip computer. The “Eco Ride” feature helps to limit fuel consumption and to maintain eco-compatible riding conduct, providing a brief assessment of the results obtained during the trip. **You can record trip information** and review it on your computer or directly on your smartphone, analysing the route taken, viewing the vehicle operating parameters point by point. The system also allows you to easily locate your vehicle when you park in a strange place, automatically saving the position where it was switched off. MG-MP includes the “Grip Warning” function which replicates the indications on traction control operation and alerts you in the event of excessive use of available traction. Thanks to the synergistic use of gyroscopes and the information coming from the direct connection with the vehicle electronics, the smartphone becomes a sophisticated instrument to measure the lean angle in turns.

**Original Moto Guzzi accessories: a wider and wider range**

After the success achieved on V7 and V7 II, the **Moto Guzzi Garage** customization philosophy continues on the V7 III as well. This means that there are countless accessories available so that you can personalize your motorcycle in a fun and safe way, creating a true made to measure special. All of the parts have been conceived, designed and made by Moto Guzzi and they are subjected to strict control test cycles just like any other original part on the bike in order to guarantee a quality and long-lasting product. Since they have been conceived and fine tuned by Moto Guzzi they are perfectly interchangeable with the factory parts, allowing you to easily revert your bike to its original configuration. They are also fully approved and therefore absolutely “street legal”.

**High 2 in 1 Arrow exhaust:** the high 2 in 1 exhaust designed in collaboration with Arrow lightens the V7 III design, giving it an even sportier look.

**Red shock absorber springs:** designed specifically to be fitted on the V7 III standard shock absorbers.

**Aluminium side fairings:** the satin finish aluminium side fairings contribute to making the V7 III profile even more tapered and prestigious, thanks to the materials and the craftsmanship. Available in black and satin finish.

**Fuel tank cover**: these are two soft rubbery guards that are applied to the sides of the fuel tank where the rider's knees rest in order to increase riding comfort.

**Motorcycle cover**: : this cover is made from black scratch proof material and is made precious by the Moto Guzzi logo on both sides, and also in the "Eagle" and "Shape" versions.

**Windscreen**: this is designed to provide greater aerodynamic protection without compromising the attractive aesthetics of the V7 III. Type-approved for the strictest standards (DOT and TUV), it has been road tested in all weather conditions by Moto Guzzi test riders.

**Injector covers**: these covers are made in aluminium and are designed to protect the injectors area from accidental contact with the rider's knees.

**Complete leather and Touring side panniers kit:** thanks to the side frames with fast click quick release system, you can use various types of side panniers on the V7 III. The Moto Guzzi accessories range offers a pair of precious, handcrafted bags with steel buckles and the hot-stamped Moto Guzzi logo, a pair of Touring bags in technical fabric which are rugged and spacious enough to make them an indispensable item on long road trips, as well as a pair of water repellent Canvas bags that give the bike a unique look. All the bags have a rapid release and anti-theft system.

**Luggage carrier:** this valuable item serves two important purposes: on one hand it is a luggage rack and on the other it provides a solid hold thanks to the two built-in handles. Painted black, it mounts in place of the original passenger grab handles.

**Top box bag**: attaches to special luggage rack and made in waterproof genuine leather. It can be easily transported thanks to the rear handle.

**Tank cover band**: tank cover band in waterproof, genuine leather, this adds a strong “garage” characterization to the tank on your V7 III and lets you attach the leather tool bag (available separately).

**Single-seat saddle:** refined materials and a unique design to configure your V7 III single-seater.

**Premium leather saddle:** made of high quality material with a finish and craftsmanship reminiscent of the style and shapes of skins that are handmade by saddle specialists. The perfect accessory to give your V7 III a “garage” touch of originality and exclusivity

**Comfort gel saddle**: dedicated to those who demand maximum comfort, it has a gel insert arranged both in the rider and passenger seating area. Thanks to the tapered sides it also provides a better position when the rider has both feet on the ground. The upholstery is styled like the original saddle and is enhanced with the punched “Comfort gel” logo. It is also available in a lowered version.

**Aluminium brake and clutch levers**: made of billet aluminium with a unique and popular style, they enrich your V7's controls with noble materials and exclusive style

**The origins of the legendary V7**

The year was 1961 and the success of the mass produced car was radically reorganizing the motorcycle market. Moto Guzzi, empowered with enviable design capacity reacted to the unfavourable circumstances by exploring new markets, from delivery tricars to agricultural machinery and special vehicles - even cars. For the latter, the genius designer **Giulio Cesare Carcano** designed a **90° V-twin air cooled engine** destined for a **sport version of the Fiat 500**, capable of touching 140 km/h. They liked the new engine in Lingotto, but the annual quantity that Vittorio Valletta requested exceeded the production capacity of the Mandello del Lario plant, so the agreement never came to fruition.

Mr. Carcano, however, did not lose heart and he **increased the size of the two cylinder engine to 754 cc** to use it **on the "3X3", a popular, variable track three wheel drive vehicle** destined for use by Alpine troops. At the same time **a ministerial tender was launched to provide motorcycles for the Highway Police** the winner would be whoever could travel 100,000 km with the lowest maintenance cost. It was the perfect chance to place Mr. Carcano's two-cylinder, entirely revamped, on a bike, **the Moto Guzzi V7**. It was an innovative project that combined the reliability of automotive standards with a level of comfort and mechanical affordability unknown to the competition that aroused the curiosity even of foreign police forces, Los Angeles being among the first. The commissioning of the new **V7 700 began in 1964**. The bike had a **703.3 cc engine which developed 40 HP** and it weighed 230 kg. In 1966 mass production began, destined for the police department and foreign markets, whereas the following year **the V7 700 was distributed in Italy at the competitive price of 725,000 lira**, much more affordable than the German and English competitors.

**Evolution according to Lino Tonti**

Giulio Cesare Carcano's creation was perfected by an expert designer who joined Moto Guzzi in 1967: **Lino Tonti.** Hailing from Forlì, with a great deal of experience in competitions with Mondial, Bianchi and Gilera, the engineer was called on by the **general manager Romolo Stefani** to expand the range of the maxi-bike from Mandello del Lario. The V7 appeared at the right time, bikes were coming domineeringly back into fashion almost as a reaction to the conformism of the car and the market is particularly open to innovations.

The first thing Tonti did was to **increase the engine size to 757 and the power to 45 HP** to launch the **V7 special in 1969**, faster, more refined and more elegant than the V7 700. Then he created, initially for the American market, **the V7 Ambassador and the California**, the latter destined to be one of the greatest Moto Guzzi success stories. The next milestone coincided with **Lino Tonti's masterpiece: the V7 Sport.** The designer from Forlì had clear ideas and he set the three parameters of the sport bike from Mandello: **200 km/h, 200 kg, 5 gears**. To achieve the objective he made some changes to the engine, taking **the displacement to 748.3 cc and the power to more than 52 HP**, redesigning the crankshaft and camshafts, in addition to placing the alternator in the front in order to keep the vertical bulk down.

The engine was lodged in a tight, double cradle frame in chrome molybdenum steel, **painted red for the first 200 units** and assembled directly in the experience department on via Parodi, No. 57. The bike made its début in 1971 and in June of the same year it **participated in the "500 kilometres of Monza" race taking third place with Raimondo Riva.** This was the beginning of a series of flattering results obtained in endurance races such as the 24 Hour Le Mans and Liegi races which would contribute, together with very popular riders such as **Vittorio Brambilla**, to making it the most famous Italian sport bike of the 1970s.

**From the V7 to the 850 generation**

Over a couple of seasons **the technological evolution which was achieved with the V7 Sport Moto Guzzi was also transferred to the rest of the range.** The new frame, the four pad front brake and the five speed transmission introduced on the V7 Sport represented, together with the increased engine size, the primary innovations **of the V850 GT, a model which would mark the retirement of the lucky V7 Special in 1973.** The Sport would also lose the famous alphanumeric name, **replaced in 1974 by the Moto Guzzi 750S**. The last model to give up the glorious alphanumeric name was the **V7 850 California**, which would not pass the baton to the new 850 T California until 1976.

**Moto Guzzi V7 III: Technical Specifications**

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| Displacement BoreTravelDistribution | 744 cc80 mm74 mm2 valves with light alloy pushrods and rockers |
| Max Power  | 38 kW (52 HP) at 6200 rpm |
| Maximum torque at crankshaft | 60 Nm at 4900 rpm |
| Exhaust system | 3-way catalytic converter with double lambda probe |
| CoolingFrame WheelbaseTrail Headstock angle  | Airdouble cradle tubular frame in ALS steel with detachable elements.1445 mm 106 mm26.4° |
| Front suspensionTravel:  | Ø 40 mm hydraulic telescopic fork130 mm |
| Rear suspensionTravel: | die cast light alloy swingarm with 2 shock absorbers with adjustable spring preload (Öhlins fully adjustable for Racer) 93 mm (80 mm shock absorber stroke)  |
| Front Brake | Ø 320 mm stainless steel floating discs, Brembo callipers with 4 differently sized opposed pistons |
| Rear brake | Ø 260 mm, stainless steel disc, floating calliper with 2 pistons  |
| Front wheel | 18" in lightweight alloy (spoked for Special/Racer/Rough) 100/90 (110/80 R18 as alternative) |
| Rear wheel | 17" in lightweight alloy (spoked for Special/Racer/Rough) 130/80 |
| Saddle height Length HeightMinimum ground clearance | 770 mm 2,185 mm1,100 mm 150 mm  |
| Fuel tank capacity  | 21 litres (including 4 litre reserve) |
| Kerb weight | 189 kg (Special, Milano 193 kg) |
| Kerb weight\* | 209 kg (Special, Milano 213 kg) |
|  | \* *Weight with motorcycle ready for use with all operating fluids and with 90% fuel.* |
| Consumption (WMTC cycle) | 5.5 l/100 km (Racer 5.7 l/100 km) |
| CO2 Emissions (WMTC cycle) | 128 g/km (Racer 132 g/km) |
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**Moto Guzzi V7 III Rough is priced at RM 75,000** with limited introduction units at **RM69,900** and can be viewed at The Gasket Alley, Petaling Jaya and Sheng Fatt, Penang.

For more info, please visit http://www.motoguzzi.com/my\_EN/ and Facebook motoguzziMY .