



PRESS RELEASE

EICMA, MV AGUSTA WILL ALSO BE AT THE 2021 SHOW

The organization of the International Cycle and Motorcycle Show announces the presence of the long-established brand based in Schiranna

MILAN, 20 JULY – EICMA 2021 will be the stage for what's new from MV Agusta. The announcement of the participation of the Schiranna-based manufacturer at the next International Cycle and Motorcycle Show, to be held from 23 to 28 November 2021 in the halls of Fiera Milano in Rho, arrived this morning in a press release from the organizers.

An icon of Italian motorcycling in the world and at the centre of an ambitious plan of strategic relaunching which also aims at developing new models and expansion in new segments, the confirmation of MV Agusta Motor significantly enriches the representation of Italian firms at EICMA. A little more than four months before the gates open for the most important exhibition event for the two-wheel industry, the confirmation of the long-established Italian brand is one of the most eagerly awaited by fans.

Timur Sardarov, CEO, Agusta Motor S.p.A, has said: "For MV Agusta, the Milan show is a regular date that cannot be missed, a showcase of great prestige where our Italian-made bikes, built with avant-garde technology and engineering, can express their style and strength, but also great craftsmanship and know-how acquired in 75 years of pure passion. We have presented our most important new models over the years at EICMA and this year too we will not fail to surprise and win over fans and professionals."