



MV AGUSTA DOUBLES REGISTRATIONS RIVALE 800 ALSO COMING SOON

Varese, 13 March 2013 – MV Agusta, during a difficult period for the world markets, is reporting a significant increment of its 3 cylinder and 4 cylinder model registrations in the first two months of the year with a 100% increase compared to the same months last year.

In Italy, even though the season has yet to truly begin, the first signs are extremely comforting. In this reference market, which is comprised of naked and sports bikes with engine capacities above 570cc, MV Agusta has gained a market share of over 12%. Also significant is the share reached by the F3 675 model, which holds 25% of the middle class sports bike segment.

The signs are positive also in Europe and the rest of the world for MV Agusta, with significant percentage growth in all categories.

“The new year has started well for us regardless of the negative global market trend” – says Giovanni Castiglioni, President and CEO of the Group – “We are very satisfied with our results to date. I’m convinced that they will tend to grow even further thanks to the arrival of the new RIVALE 800, for which we’ve already received many orders. We have good reason to look forward to 2013 with optimism.”

Undisputed queen at EICMA 2012, the RIVALE 800 is today at the center of attention of an increasingly demanding public in terms of performance and design.

With this model, MV Agusta has revolutionized a market segment, interpreting technical and design concepts in a completely original way, defining new aesthetical parameters as well as performance. Light weight, power and advanced electronics come together in a unique and perfect symbiosis, which brings the concept of motard to the extreme, thereby becoming the absolute benchmark in its class.

Now at an advanced stage of industrialization, the RIVALE 800 will enter in production in the second semester of 2013.