



RANGE



MOTO GUZZI®

# V7 III THE STORY

A revolution. In 1967 the Moto Guzzi V7, the first Italian superbike, made its market debut and radically changed the world of motorcycles to the delight of experts and the public alike. Designed by Giulio Cesare Carcano, the V7 adopted the innovative 90° transverse V-twin engine with 703 cc displacement, a record at that time, and immediately became the world ambassador for Moto Guzzi prestige, elegance and reliability.

At Mandello del Lario, technical research reached new levels: in 1969 engine displacement was increased to 757 cc, with a significant improvement in top performance levels. The V7 Sport became the first mass-produced sports bike to exceed the 200 km/h limit. Over the next decades, the popularity of the V7 stimulated the development of new versions such as the V7 Classic (2007) and the V7 Café Classic sports model (2009). In 2010, the spotlight shone on the V7 Racer, an authentic mass-produced 750 cc special, whose design was inspired by developments from the 1970s based on the V7 Sport. The new V7 range, with a new high-efficiency engine, started in 2012.

In 2014, the V7 II came onto the scene. Its design combined traditional lines and the requirements of a contemporary motorbike, the evolution of the 90° V-twin is linked to enhanced safety, construction quality and riding pleasure. The V7 II Stone, V7 II Special and V7 II Racer models in a limited edition were joined two years later by the Stornello, a lightweight off-road model. In this exciting on-going race, whose unique blend of style and technology won the hearts of generations of bikers, the V7 reached its 50th birthday with the V7 III, Stone, Special and Racer, a range full of emotions and new features, which celebrates the event with the V7 III Anniversario commemorative model.

In 2018 the V7 III family grows with the new CARBON, ROUGH and MILANO special versions, three new models 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. V7 III Rough, Milano and Carbon represent a homage to customization.



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With its genuine charisma, the V7 III has an original, innovative personality. The stylistic and biking solutions offer unique riding pleasure and give it a special place in the Moto Guzzi world. The classic double-cradle frame has a reinforced front and a steering configuration for a dynamic performance on bends and great manageability, whereas the shock absorbers deliver a progressive, controlled response in all situations. The legendary Moto Guzzi transverse V-twin engine, with its sculpted look, opens up new possibilities for completely safe and reliable rides. The dual-channel ABS and MGCT (Moto Guzzi Traction Control) system, which can be deactivated, control braking and guarantee grip on any road surface. The design uses classic lines and transforms them into a contemporary look in which the dual-tube exhaust and outsize cylinder heads give a sense of power. Easy and accessible, this motorcycle delights even the most demanding Guzzi bikers. The V7 III range is also available in a reduced power version you can ride with an A2 class driver's licence.



# MOTO GUZZI V7 50

1967-2017

## TRIBUTE TO THE ORIGINS OF THE V7 LEGEND

Dedicated to true admirers of the Eagle brand, the V7 III Anniversario uses cutting-edge technology to celebrate the unique style of the V7, the symbol of fifty years of Moto Guzzi international success. The commemorative model comes as a limited edition of 1,000 bikes with the number forged on the machined-from-solid handlebar base.

The V7 III Anniversario is without doubt the most fully featured version of the V7, with a standard real leather saddle, a work of art worthy of the top customisers, brushed aluminium mudguards and milled engine cooling wings. The tribute to the characteristics of the original V7 bikes includes an elaborate chrome motif, beginning with the fuel tank featuring the Moto Guzzi eagles in a gilt finish.

# V7 III CARBON

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Built in limited and numbered production, V7 III Carbon celebrates customization, combining the authentic V7 style with the prestigious and modern quality of numerous carbon fibre components, such as the shortened and sleek fenders and the side fairings that enhance the character of the Moto Guzzi best seller to the utmost.

V7 III Carbon has a completely matt black look, a shade that enhances the parts in red, the colour chosen for the Brembo front disk brake calliper, the logos on the side fairings and the Eagle on the fuel tank. The “made in Mandello” mechanics also stand out thanks to the satin finished red cylinder head covers. The saddle boasts brand new water repellent Alcantara®, ideal for outdoor use, and it is finished with refined red stitching. The locking tank cap is made of anodized black billet aluminium and the headlight frame is also black, as are the injector covers and the rear brake master cylinder. The series number of the model is identified by the plate positioned on the handlebar risers: there are 1921 units available, a number that recalls the year that Moto Guzzi was established.

# V7 III Milano

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Which V7 would you want to ride through the city centre streets? Moto Guzzi has the answer with the new V7 III Milano version. This model takes its origins from the V7 III Special and maintains the same distinctive characteristics such as the dual circular display instrumentation, the chromium exhaust and passenger grab handle, as well as the glossy tank colours, but it distinguishes itself with its alloy wheels that contribute to giving it a more modern appearance. The standard equipment is completed by prestigious details such as the aluminium fenders and side fairings.



# V7 III Rough

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Unique look, knobby tyres mounted on spoked rims and details that give 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.





**V7 III STONE**  
MOTO GUZZI



## DARK URBAN SPIRIT

The V7's dark soul reveals its eclectic and essential nature with an aesthetic that does away with chrome in favour of matt black paint. The profoundly metropolitan dark matt look is complemented by a single-dial instrument panel, a special saddle, a shortened front mudguard and light alloy spoked wheels. The V7 III Stone also has a new range of colours with versions that take up the colour schemes of the 1970s: Azzurro Elettrico, Verde Camouflage, Giallo Energico and the ever-present Nero Ruvido.

**V7 III Special**  
MOTO GUZZI





## CONTEMPORARY CLASSIC STYLE

The heritage of the original V7 bikes has inspired an elegant motorcycle, with generous chrome trim and shiny graphics, in the Nero Inchiostro and Blu Zaffiro versions. The coloured band on the under-seat side panels which matches the central band on the fuel tank pays tribute to the unforgettable V750 S3 of 1975. It has a number of distinctive details including spoked wheels with polished aluminium channels and black hubs, an instrument panel with two circular dials and the “old-school” look of the quilt-stitched saddle, complete with a new chrome passenger handgrip.

**V7 III RACER**  
MOTO GUZZI



## SPORTY SOPHISTICATION

Manufactured in a limited edition and following in the racing tradition of the Eagle brand, the V7 III Racer is a true custom bike with incredible attention to detail. The references to Moto Guzzi's sporting triumphs begin with the "Rosso Corsa" colour of the frame and swingarm, inspired by the legendary "red frame" V7 Sport of 1971, coupled with the graphics for the satin-chrome fuel tank dominated by the red eagle. The racing look can also be seen in the semi-handlebars and hump saddle, while the side panels and injector covers in black anodised aluminium are the work of skilled craftsmen. The versatility of this traditionally one-seat model can be seen in a standard type-approved two-seat version with special passenger footrests and Öhlins shock absorbers for more challenging road surfaces.





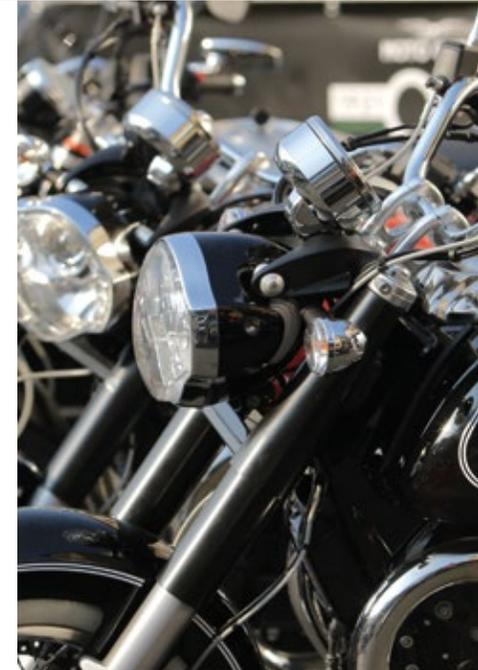
# MOTO GUZZI®

## ACCESSORIES AND CLOTHING

You can choose to personalise your Moto Guzzi bike with aesthetic elements or accessories to enhance riding comfort and pleasure. Windshield, bags, luggage carriers, saddles, chrome or brushed aluminium elements are just a few examples of the type-approved accessories, designed and developed by the motorcycle designers, with great attention to design and detail. The style of a legend can be seen in technical jackets and leather gloves, jet helmets, T-shirts and sweatshirts. The quality of made in Italy in line with the latest trends so you can experience the adventures of an eagle in full flight for yourself.

Discover the full range of Moto Guzzi accessories on [MOTOGUZZI.COM](https://www.motoguzzi.com)





You and your Moto Guzzi.  
A hymn to freedom that is renewed every time  
you strap on your helmet and turn the key.  
We know the feeling because it's been shared for almost  
one hundred years by people like us, people who ride a  
Moto Guzzi.

**Come and join The Clan  
Moto Guzzi Proud Owners.**

A new world ruled by passion for all  
Guzzi bikers who, like you, experience these emotions.

Register right away on  
**[THECLAN.MOTOGUZZI.COM](http://THECLAN.MOTOGUZZI.COM)**

	V7 III ANNIVERSARIO	V7 III CARBON	V7 III MILANO	V7 III ROUGH	V7 III STONE	V7 III SPECIAL	V7 III RACER
Engine	90° V-twin, 4-stroke						
Engine capacity	744 cc						
Bore x stroke	80 x 74 mm						
MAX power	38 kW (52 hp) at 6,200 rpm						
MAX torque	60 Nm at 4,900 rpm						
Gearbox	6 speed						
Front suspension	Telescopic hydraulic fork with 40 mm stanchions						
Rear suspension	Die cast light alloy swingarm with 2 shock absorbers with adjustable spring preload	Die cast light alloy swingarm with 2 shock absorbers with adjustable spring preload	Die cast light alloy swingarm with 2 shock absorbers with adjustable spring preload	Die cast light alloy swingarm with 2 shock absorbers with adjustable spring preload	Die cast light alloy swingarm with 2 shock absorbers with adjustable spring preload	Die cast light alloy swingarm with 2 shock absorbers with adjustable spring preload	Die cast light alloy swingarm with 2 fully adjustable Ohlins shock absorbers
Front brake	320 mm Ø stainless steel floating disc and Brembo calliper with 4 differentiated and horizontally opposed pistons	320 mm Ø stainless steel floating disc and Brembo calliper with 4 differentiated and horizontally opposed pistons	320 mm Ø stainless steel floating disc and Brembo calliper with 4 differentiated and horizontally opposed pistons	320 mm Ø stainless steel floating disc and Brembo calliper with 4 differentiated and horizontally opposed pistons	320 mm Ø stainless steel floating disc and Brembo calliper with 4 differentiated and horizontally opposed pistons	320 mm Ø stainless steel floating disc and Brembo calliper with 4 differentiated and horizontally opposed pistons	320 mm Ø stainless steel floating disc and Brembo calliper with 4 differentiated and horizontally opposed pistons
Rear brake	260 mm stainless steel disc, floating 2 piston calliper	260 mm stainless steel disc, floating 2 piston calliper	260 mm stainless steel disc, floating 2 piston calliper	260 mm stainless steel disc, floating 2 piston calliper	260 mm stainless steel disc, floating 2 piston calliper	260 mm stainless steel disc, floating 2 piston calliper	260 mm stainless steel disc, floating 2 piston calliper
Front wheel	18" spoked, 100/90 (110/80 R18 as alternative)	18" in lightweight alloy, 100/90 (110/80 R18 as alternative)	18" in lightweight alloy, 100/90 (110/80 R18 as alternative)	18" spoked, 100/90 (110/80 R18 as alternative)	18" in lightweight alloy, 100/90 (110/80 R18 as alternative)	18" spoked, 100/90 (110/80 R18 as alternative)	18" spoked, 100/90 (110/80 R18 as alternative)
Rear wheel	17" spoked, 130/80	17" in lightweight alloy, 130/80	17" in lightweight alloy, 130/80	17" in lightweight alloy, 130/80	17" in lightweight alloy, 130/80	17" spoked, 130/80	17" spoked, 130/80
Saddle height	770 mm						
Dry weight	193 kg	189 kg	189 kg	189 kg	189 kg	193 kg	189 kg
Kerb weight*	213 kg	209 kg	209 kg	209 kg	209 kg	213 kg	209 kg
Fuel tank capacity	21 litres (including 4 litre reserve)						
Emission compliance	EU 4						
Emissions CO <sub>2</sub> WMTC	128 g/km						
Fuel consumption WMTC	5.6 l/100km	5.5 l/100km	5.7 l/100km				

\* Weight with motorcycle ready for use with all operating fluids and with 90% fuel.

Full information on the models and accessories on [MOTOGUZZI.COM](http://MOTOGUZZI.COM)

The company reserves the right to make technical and aesthetic changes at any time.

Worry-free riding with 2 years of Emergency Road Assistance: European-wide coverage, tow to nearest Moto Guzzi Service Centre, Related Services (e.g.: replacement car for up to 3 days, taxi, hotel). Please check service conditions with your Moto Guzzi dealer.

COMPANY WITH ENVIRONMENTAL SYSTEM CERTIFIED BY DNV  
= ISO 14001 =

COMPANY WITH QUALITY SYSTEM CERTIFIED BY DNV  
= ISO 9001 =

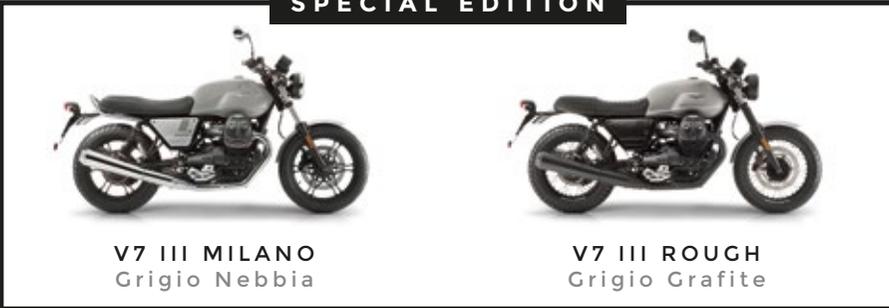
COMPANY WITH SAFETY SYSTEM CERTIFIED BY DNV  
= OHSAS 18001 =

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



**COLORS**

**SPECIAL EDITION**



**V7 III MILANO**  
Grigio Nebbia

**V7 III ROUGH**  
Grigio Grafite



**V7 III STONE**  
Azzurro Elettrico

**V7 III STONE**  
Giallo Energico

**V7 III STONE**  
Verde Camouflage

**V7 III STONE**  
Nero Ruvido



**V7 III ANNIVERSARIO**  
Anniversario

**V7 III RACER**  
Racer

**V7 III CARBON**  
Dark



**V7 III SPECIAL**  
Nero Inchiostro

**V7 III SPECIAL**  
Azzurro Zaffiro

**LIMITED EDITION**



**MOTO GUZZI**®

PROUDLY AUTHENTIC MOTORCYCLES. SINCE 1921.

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