

## The sun is rising and so is Moto Guzzi in the Pacific Northwest

It's amazing how one of the oldest, finest built motorcycle marquees in the world has been so quiet for so long! Did you know that Moto Guzzi has been building motorcycles since 1921 in the same factory along the shores of Lake Como in Italy and that makes it the longest continuous production European Moto manufacturer!



While that may be impressive there is something even more impressive happening, the resurgence of the marquee in Washington State. Evolution is taking place across the board in the Moto Guzzi community, starting with the Seattle based dealer Moto International (Moto Guzzi USA Dealer of the year for 2017), after 25 years it has changed hands with founder Dave Richardson retiring and a new owner in Joe Ashton taking the reigns. Along with this shift in the dealership we have also seen a shift in the Guzzi club, 15 years president of the Washington State chapter of the Moto Guzzi National Owners Club Richard Guthrie also retired from his post handing it over to another passionate Guzzi Rider, Ty Moore.



We are seeing more riders from across generations buying, riding and enjoying Moto Guzzi's. From the ultra cool MGX-21 Flying Fortress, Guzzi's carbon fiber clad super cruiser to the V7 Café Racer III. These limited production, virtually hand-built Italian motorcycles are affordable, low maintenance and have a history of going for 50 to 100,000 miles with a maintenance schedule that is the equivalent of the Asian manufactured moto's. They also provide a riding experience that is unmatched in comfort, handling and excitement with a history that makes every owner proud.

From a community perspective the Washington State Chapter of the Moto Guzzi club host a verity of events – breakfast meet-ups, gatherings at local burger joints, a yearly Guzzi Festival at Sumerian Brewing, long rides and Moto camping trips to name a few. With a strong dealer relationship at Moto International there are tech and social events at the shop and of course virtual communities on Facebook and at their website, [www.GuzziClub.com](http://www.GuzziClub.com).



To learn more about Moto Guzzi motorcycles visit Moto International at [www.MotoInternational.com](http://www.MotoInternational.com), and the Moto Guzzi Washington State club chapter at [www.GuzziClub.com](http://www.GuzziClub.com) or via Facebook at <https://www.facebook.com/groups/GuzziNW/>.



Four wheels move the body, two wheels move the soul! Ride proud, fast and with passion, ride Moto Guzzi!

Photo credits to Karl Noakes.