



THE ALL-NEW MV AGUSTA BRUTALE SERIE ORO

Mind-Blowing

Varese, 3rd November, 2025 - The new MV Agusta Brutale Serie Oro redefines the standards of the mid-class naked category, combining breathtaking performance with refined engineering and unmistakable Italian design.

The new Brutale Serie Oro has been developed in line with MV Agusta's renewed product philosophy: *"Beyond Performance"*.

The value of an MV Agusta motorcycle is not defined solely by power, lap times, or price, but by the complete experience it delivers. For MV Agusta, performance is a starting point, not a destination. Beyond Performance means creating motorcycles that on top of performing exceptionally, they also make the rider feel exceptional – machines that unite aesthetics, dynamic behavior, sound, and a profound sense of control into a single, coherent, and deeply rewarding experience.

Developed according to the Beyond Performance philosophy, the new Brutale Serie Oro stands on four key pillars – Design, Performance, Rideability, and Reliability—this latest evolution of the Brutale family embodies MV Agusta's pursuit of perfection in every detail.

Design remains unmistakably Brutale: evolutionary and modern, yet deeply faithful to the iconic aesthetic that has made this model a symbol of motorcycle artistry.

Performance reaches new heights, with the best figures in its class—148 hp and 107 Nm of torque – delivered through a smooth, refined, and perfectly controllable power curve.

Rideability takes centre stage thanks to optimized ergonomics, redefined geometry, and a new chassis that inspires confidence and makes every rider feel faster and safer than ever before.

Finally, Reliability marks a new era for MV Agusta, with advanced production protocols and enhanced quality control ensuring long-term durability, consistency, and peace of mind—now backed by a 5-year factory warranty.

Equipped with a new matrix LED headlight with cornering function, full Öhlins suspension package, Brembo Hypure front calipers, and a titanium Termignoni exhaust developed exclusively for MV Agusta, the Brutale Serie Oro blends cutting-edge technology with emotional performance. It's the most complete, refined, and desirable naked bike in its class—crafted to thrill, built to last, and destined to lead.



POWERTRAIN: THE NEW HEARTBEAT

At the core of the Brutale Serie Oro lies the brand-new 950 EVO engine, an evolution of the platform that powers the Enduro Veloce, now further enhanced to deliver more power, torque, and rideability. Equipped with a counter-rotating shaft, this advanced 931cc three-cylinder features a completely re-engineered cylinder head with an optimized cooling circuit, larger-diameter steel valves, redesigned intake and exhaust ports, and an optimized combustion chamber for improved drivability and combustion stability. New valve seats made from a more wear-resistant material, together with finger-follower distribution and redesigned cam profiles, ensure strong torque delivery at low revs and uncompromised performance at high RPMs.

The engine produces a staggering 148 hp at 11,200 RPM and 107 Nm of torque, at 8,400 RPM, 85% of which is available as early as 3,500 rpm, guaranteeing explosive acceleration at every twist of the throttle. Thanks to its revised internals, including newly designed bridged-box pistons, a fire-ring cylinder head gasket to withstand higher combustion pressures, and a reworked oil cooling system, the 950 EVO also boasts an extended RPM range, reducing the need for constant gear changes.

Additional innovations include a new slipper and torque-assisted clutch that reduces lever effort and improves modulation and a 50 mm full ride-by-wire throttle body with top-feed injectors. Altogether, these refinements push the boundaries of efficiency, durability, and performance, making the Brutale Serie Oro a true icon reborn.

CHASSIS & GEOMETRY: CONTROL AT SPEED

The Brutale Serie Oro introduces a completely new trellis steel frame paired with a longer swingarm, designed to deliver an ideal balance between agility and stability. The frame has been refined with increased torsional rigidity, reduced weight, and a longer wheelbase, while the rake angle has been opened to further enhance precision and control. The swingarm itself has been extended, optimizing load transfer geometry to ensure smoother and more predictable behavior under acceleration or when traction at the rear is compromised. The result is a motorcycle that feels more stable, reactive, and intuitive—one that naturally follows the intended line and assists the rider during mid-corner corrections or emergency braking without deviating from trajectory. The new ergonomic triangle—with a redesigned handlebar and repositioned footrests—offers a natural, commanding riding posture, while the reworked tank surface enhances grip and control during dynamic riding. Neutral yet razor-sharp, the Brutale Serie Oro inspires confidence in every condition, turning comfort into a true performance factor.

ERGONOMICS & DESIGN: WHERE FORM MEETS FUNCTION

The riding position of the Brutale Serie Oro has been radically redefined to deliver greater comfort without compromising its innate sportiness. From the very first ride, the rider feels perfectly in control of the machine. The handlebar has been raised and moved forward, with grips featuring a wider and higher angle to enhance leverage and control. The seat has been completely reshaped and fitted with premium red Alcantara upholstery, combining luxurious touch with long-distance comfort. Both rider and passenger benefit from redesigned profiles and new foam density: the rider's seat is now 20 mm wider at the front, 40 mm wider and 40 mm longer at the rear, with more cushioning for improved comfort and freedom of movement during sporty riding. The passenger seat has also been widened by 20 mm and features softer padding for enhanced support. The footpegs have been raised, moved rearward, and widened in spacing,



improving ground clearance, knee comfort, and pressure distribution during dynamic riding. The tank surface has been softened to improve lateral leg support, reinforcing a natural connection between rider and machine.

TECHNOLOGY & ELECTRONICS: SIMPLICITY REFINED

A new 5" TFT dashboard with improved contrast, redesigned graphics, enhanced content, and expanded customization options elevates readability and usability, ensuring riders access all essential information at a glance with a refined user experience. The Brutale Serie Oro also introduces new handlebar controls, offering a more intuitive interface, refined to create a precise and intuitive bond between human and motorcycle. The rider can choose from five riding modes—Rain, Urban, Sport, Race, and Custom—each finely calibrating parameters such as ABS, Traction Control, Front Lift Control, Throttle Response, and Engine Braking for a perfectly tailored riding experience.

On the riding dynamics side, the new quickshifter ensures faster, smoother gear changes with heightened sensitivity and updated shifting strategies. Safety and performance take a leap forward with the new cornering ABS calibration, now offering three refined modes with increased sensitivity for maximum control in every condition.

The Serie Oro debuts a progressive bending headlight system with matrix cornering lights delivering unmatched illumination in dynamic riding while reducing weight. Complemented by new turn indicators, riders can carve through the night with total confidence.

Further refinements include an all-new localization GPS system with anti-theft, crash detection, and geofencing functions. These connect seamlessly with the updated MV App, offering riders greater control and peace of mind both on and off the bike.

COMPONENTS & EQUIPMENT: EXCELLENCE WITHOUT COMPROMISE

The Brutale Serie Oro raises the benchmark for control and performance with an upgraded braking and suspension package that perfectly embodies MV Agusta's obsession with precision engineering. The Brembo Hypure front calipers, paired with a new 17 mm Brembo radial master cylinder with automatic bleeding, work on double floating 320 mm front discs to deliver exceptional braking power, feel, and modulation. At the rear, a 220 mm disc with Brembo double-piston 34 mm calipers ensures balanced braking performance, precision, and control under all riding conditions.

Ergonomics have also been refined, with optimized lever positioning for both front and rear brakes, while the rear Brembo master cylinder has been repositioned on the footpeg to eliminate any functionality issues. The cornering ABS system has been recalibrated and now features three adjustable intervention levels, allowing the rider to tailor performance to every riding scenario.

In collaboration with Öhlins, the suspension system represents a true reference point for the segment. The Öhlins NIX 30 upside-down fork with 43 mm TiN-coated stanchions offers a wide range of adjustments and outstanding sensitivity, significantly enhancing handling dynamics. Both hydraulic and mechanical settings—compression, rebound, and spring preload—are fully adjustable, with all controls conveniently



located at the top of the fork (left leg for compression, right for rebound), making setup changes easy for both road and track use. At the rear, the Öhlins TTX 36 shock absorber with dual-tube technology and an external piggyback reservoir provides equally precise feedback and full adjustability via external compression and rebound controls.

The Pirelli Diablo Rosso IV tires (120/70-17 front, 190/55-17 rear) complement the chassis geometry, delivering exceptional grip, stability, and predictability at extreme lean angles. The rear tire's optimized load transfer ensures a stable and communicative response under hard acceleration. Lightweight forged wheels reduce unsprung mass for even faster direction changes, while the titanium Termignoni slip-on exhaust, developed exclusively for MV Agusta, enhances performance, saves weight, and delivers an unmistakable soundtrack. A lightweight lithium battery completes the technical package, keeping the Brutale Serie Oro at the pinnacle of performance and dynamic refinement.

Carbon fiber components – including the front, the engine cover and belly pan – not only reduce weight but also underscore the Brutale Serie Oro's racing DNA.

EXCLUSIVITY: SERIE ORO CTG

Only 300 units of the Brutale Serie Oro will be produced in Varese with meticulous attention to detail. A dedicated Serie Oro CTG version will be available in Pearl Red and Silver Ago, honoring MV Agusta's rich racing heritage while setting a new benchmark in modern motorcycle design.