



MV AGUSTA SARTORIA MECCANICA

The Art of Limitless Customization

Varese, 24th October 2025 - MV Agusta launches **Sartoria Meccanica**, the most advanced and exclusive customization program ever developed by the Schiranna brand. A specialized atelier for true connoisseurs, who demand absolute exclusivity, where each motorcycle becomes a unique masterpiece, tailored according to the customer's taste and vision.

The launch of Sartoria Meccanica comes with the new **MV Agusta Centro Stile** being now fully operational within the brand's historic Schiranna headquarters. The MV Agusta Centro Stile stands as a world-class excellence in motorcycle design and, over the years, has created some of the most iconic models in the history of motorcycling.

All the design and engineering expertise of the MV Agusta Centro Stile converges in the Sartoria Meccanica program, which blends Italian craftsmanship with cutting-edge engineering to deliver bespoke solutions of the highest calibre. Every component and every detail – from materials to finishes, from colours to technical solutions – is carefully designed to meet the most refined demands, transforming each motorcycle into a unique masterpiece.

The Sartoria Meccanica experience begins with a direct and in-depth consultation between the customer and MV Agusta's team of designers. No detail is left to impersonal digital configurators: every project is in fact developed through a direct dialogue-based process that ensures an unparalleled level of customization.

Each motorcycle created by the Sartoria Meccanica department is the expression of the art of limitless customization, as there are no limits to what a customer can create together with the MV Agusta dedicated team:

- **Unique Color, Trim and Graphic:** Unique liveries, custom colourways, and graphic details inspired by the brand's heritage or the client's vision
- **Advanced Materials:** Carbon fibre, titanium, billet-machined aluminium and premium leathers are selected for their optimal balance between performance, lightness and aesthetics
- **Special Components:** The use of MV Agusta special parts, as well as the creation of special components, are at the core of the Sartoria Meccanica process
- **Hand-Finished Detailing:** Expertly crafted elements by Italy's finest artisans, including hand-stitched saddles, CNC-machined metal components, and high-precision carbon fibre fabrication

The MV Agusta Sartoria Meccanica program offers three levels of customization that can be applied on the entire MV Agusta model range:

- **Sartoria Meccanica Essenziale:** Allows the creation of exclusive colour schemes and graphics, enables customers to choose their preferred materials for the saddle, and poses no limitations regarding graphic personalization



- **Sartoria Meccanica Ricercato:** Brings the level of customization to a higher complexity and exclusivity. Customers can decide to graphically customize technical components such as the frame, swingarm, and triple clamp, and gives them the possibility to also chose their preferred wheels to be applied on their motorcycle
- **Sartoria Meccanica Iconico:** The highest level of bespoke customization being simply limitless This package includes all prior options, and it is further enhanced by the opportunity for customers to choose dedicated high-performance components, one-off technical solutions, a custom-designed helmet matching the motorcycle's graphics, and a personalized paddock stand. The Iconico level of Sartoria Meccanica turns MV Agusta models into white canvasses where customers, together with our stylists and engineers, can create their unique piece of Motorcycle Art

Every request is meticulously evaluated, and if technically and legally viable, executed with the utmost precision.

Motorcycles crafted through the MV Agusta Sartoria Meccanica program are not mere vehicles; they are true works of art. Designed for those who seek the highest level of exclusivity, each creation comes with a certificate of authenticity and a plaque bearing the Sartoria Meccanica badge, identifying it as a true *One-of-One* masterpiece.

The entire Sartoria Meccanica process offers an experience that pushes the boundaries of motorcycle customization and embodies the fusion of high-performance engineering and Italian craftsmanship – where mechanical excellence becomes an art form.

Luca Martin, CEO of MV Agusta Motor S.p.A.: *"At MV Agusta, our customers are at the heart of everything we do. Sartoria Meccanica reflects our commitment to delivering not just exceptional motorcycles, but truly unique experiences tailored to each individual's passion and vision. It is an honour for us to collaborate with our customers in creating one-of-a-kind machines for those who want to turn their motorcycle dreams into reality."*

All Sartoria Meccanica motorcycles are covered by the standard MV Agusta 5-Year factory warranty.