



MV AGUSTA ENDURO VELOCE

THE COMPLETE TRAVEL ENDURO, READY FROM DAY ONE

Varese, March 5, 2026 – MV Agusta reinforces its aggressive positioning in the rapidly expanding Travel Enduro segment with a clear and confident message: the Enduro Veloce delivers a fully equipped, factory-integrated motorcycle without compromise. Two new colour schemes further enhance the model's distinctive identity: Nero Intenso/Grigio Antracite and Bianco Perlato RC/Blu Nordico.

A Complete Package from the Factory

The Enduro Veloce represents MV Agusta's most performance-focused interpretation of the Travel Enduro category. It combines the brand's racing DNA with premium components, advanced electronics, and a comprehensive equipment package – all delivered as original equipment (OE).

In an industry increasingly driven by "headline price" strategies, many competitors promote attractive entry MSRPs based on minimally equipped base models. Following such logic, essential technologies, electronic systems, and premium components are frequently shifted into optional packages, requiring additional activation fees, accessory purchases, and workshop installation time, all translating into additional costs that are left out from the advertised price.

MV Agusta, on the Enduro Veloce as well as on the entire line up, takes a different approach. Every key feature is fully integrated and factory-installed from day one. No software unlocks. No electronic activation charges. No post-purchase upgrades. No additional workshop appointments.

Real Competitiveness

Once competitor models are specified to the same level of equipment and functionality as the Enduro Veloce, the apparent price gap narrows considerably and can even shift in its favour.

The result is clear: what may appear to be a price difference at first glance becomes a compelling value proposition once equivalent specifications are taken into account. The Enduro Veloce stands as a transparent and highly competitive offering within the premium Travel Enduro segment.

Integrated Electronics – The OE Advantage

All electronic systems on the Enduro Veloce are delivered as original equipment, fully integrated into the motorcycle's architecture. Riders benefit from a seamless experience – performance, control, and connectivity working together as a unified system engineered from inception.



The Enduro Veloce features two dedicated tyre configurations: one street-oriented and one designed for off-road use.

Each configuration adapts the vehicle's electronic calibration to ensure optimal performance, safety, and control according to the selected tyre setup. The adaptive system is built around a comprehensive standard equipment package including:

- 6-axis IMU
- ABS with Cornering function
- 3 Riding Modes + 1 Custom
- Quick Shift (up & down)
- Traction Control (Off + 8 levels)
- Front Lift Control
- Engine Brake Control
- Adjustable Engine Response
- Throttle Sensitivity (Low / Medium / High)
- Maximum Torque Mapping (Low / Medium / High)
- RPM Limiter
- Cruise Control

Performance Meets Completeness

The Travel Enduro segment continues to experience steady global growth, driven by increasing demand for motorcycles capable of combining long-distance touring comfort, everyday usability, and authentic off-road capability.

Within this dynamic market environment, the Enduro Veloce distinguishes itself through a clear philosophy: performance meets completeness. Rather than fragmenting value across optional packages, MV Agusta delivers a unified product concept – premium components, advanced electronics, striking design, and high-performance engineering in a single, coherent offering.

The Enduro Veloce embodies a straightforward promise: a fully equipped Travel Enduro designed for riders who expect excellence without compromise. In line with this philosophy, the Enduro Veloce features as standard:

- Aluminum panniers with mounting frame
- Protection bars
- Fog lights
- Central stand
- Bridgestone AT41

Retail price of the Enduro Veloce is set at 19.900 Euros (Italian market) covered by a 5-year factory warranty.