



MV AGUSTA ANNOUNCES THE NEW GENERATION BRUTALE

The New Chapter of The Icon

Varese, October 2, 2025 – MV Agusta is proud to announce that the new generation of the Brutale, the evolution of the world's most iconic naked motorcycle, will make its global debut at EICMA 2025. The new Brutale will arrive on the market in 2026, a milestone year that marks the 25th anniversary of the motorcycle that, since 2001, has redefined the very concept of "naked bike", becoming a symbol of style, engineering, and motorcycling passion.

This new model carries the name "Brutale" into a new era: more powerful, more refined, and more thrilling than ever before, it represents MV Agusta's renewed interpretation of its vision: Beyond pure performance.

This new chapter in the Brutale story has been conceived and developed around four fundamental pillars:

Beyond Performance

The new Brutale combines power and performance with design, riding emotion, and exclusivity.

- Engineering and emotion – exhilarating performance that translates into pure riding pleasure.
- Design and exclusivity – a design language that transcends trends while staying true to the iconic Brutale style.
- Authentic rider connection – a motorcycle designed to become an extension of the rider.

Design

- Evolved and modern, yet faithful to the unmistakable, timeless aesthetics of the Brutale, long considered the Porsche 911 of the motorcycle world.
- The Brutale DNA remains intact, now sharpened with more aggressive lines, refined proportions, and a presence that exudes both power and elegance.

New Engine

At the heart of the new Brutale beats the 950 three-cylinder platform, in its new "EVO" configuration: a radical evolution that elevates performance and character to an entirely new level.

- Increased power and torque.
- Quicker, smoother throttle response, delivering vigorous yet always manageable acceleration.
- Enhanced refinement and reliability.

The 950 EVO is the beating heart of the new Brutale, a powerplant that perfectly embodies MV Agusta's unique interpretation of performance.



New Chassis

Completely redesigned and developed from the ground up, the new chassis aims to deliver a riding experience that is comfortable and confidence-inspiring on the road, while retaining all the precision and agility needed to shine on the track.

- New frame and swingarm – greater stability and balance.
- New geometry – more precise and confidence-inspiring handling.
- New ergonomic triangle – optimized riding position for maximum control and comfort.
- New suspension and braking systems – a new benchmark in feedback, performance, and safety.

Reliability

Reliability has been a central focus throughout the development of the new Brutale.

- New production processes and quality-control systems adopted in recent years ensure long-lasting durability.
- Like all MV Agusta motorcycles, the new Brutale will come with a 5-year standard warranty, a testament to the company's commitment to its customers.

Next-Generation Rider Interface

Technology evolves, but always in harmony with the riding experience—useful, never intrusive.

- A new HMI interface that is clearer and more intuitive.
- The updated MV Ride app becomes the true digital hub: configure, personalize, and experience the bike even while off the saddle.
- Once in motion, the rider's attention remains fully on the road—leaving space only for emotion and adrenaline.

Luca Martin – CEO, MV Agusta Motor: *"In 2001, the Brutale rewrote the rules of the naked category, instantly becoming an icon. Today, 25 years later, we celebrate that revolution with a new generation that does not simply rebirth itself but evolves, representing a renewed interpretation of our vision: going beyond pure performance. The new Brutale is more powerful, refined, and thrilling, yet it remains true to its soul: a motorcycle designed by riders, for riders. An icon Made in Italy, ready to inspire motorcyclists around the world for the next 25 years."*

The new Brutale, set to arrive on the market in 2026, will be officially unveiled on November 3, 2025, with its full technical specifications, and showcased at EICMA 2025 in the Serie Oro version.