

CHILDREN ON BOARD
safety first



MONTI SIBILLINI
breathtaking landscapes

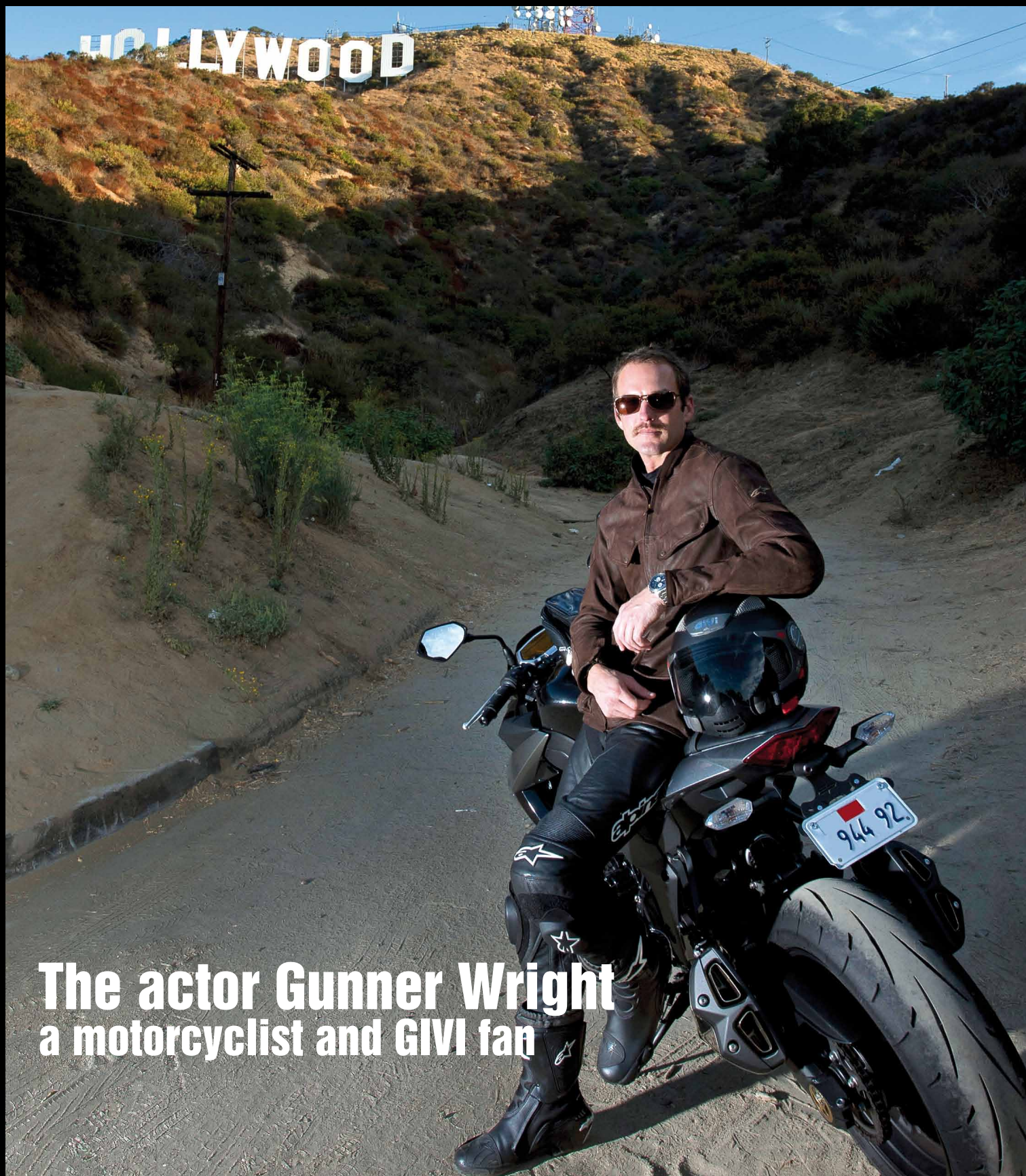


GIVI and IED
student's design projects

GIVI[®]
magazine

lifestyle design idee market

GIVI MAGAZINE - Number 5 - november 2010 - info.magazine@givi.it



The actor Gunner Wright
a motorcyclist and GIVI fan

4

GIVI IN THE WORLD
HOLLYWOOD RIDER

8

BUSINESS AND EDUCATION
IED HAS CHOSEN GIVI

12

TOURISM
THE GREAT ROAD
OF THE MONTI SIBILLINI

18

SAFETY
CHILDREN ON BOARD

22

BONJOUR EUROPE!
REVOLUTION ON 3 WHEELS:
THE REASONS FOR
SUCCESS IN FRANCE

24

SHOPPING
BORN IN THE USA

26

CUSTOMER CARE
AT YOUR SERVICE

28

GIVI NEWS
EXHIBITIONS, 2011 NEWS,
GIVI MOBILE
AND THE WEBSITE VIDEOS

30

URBAN TOURIST
FROM MADRID
TO HEAVEN

36

LADY MOTORCYCLE RIDERS
TRAVELLING ALONE
FOR 23 MONTHS

38

ROADS FROM THE WORLD
YOUR JOURNEYS



lifestyle design idee market

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NEW RELEASES FEATURING SAFETY AND PRACTICALITY

GIVI's perpetual commitment to innovation and also to cater for our client demands means that, this year, we will once again be showcasing several new releases at the INTERMOT and EICMA exhibitions. These products are marked by their original concept and the attention to detail, but still feature our inherent safety, quality and practicality standards.

For example, with GIVI's TANKLOCK patented tank fastening system, no magnetic limpets are required; instead the rapid lock and release mechanical seal, which is available for different tanks, protects credit cards and mobile phones against demagnetization.

Shortly, new 3D semi-rigid textile side panniers will be launched, with a mechanical quick release locking mechanism, perfect for sports bikes, because they complement the clean lines of the vehicle. In addition, they can be used on scooters. They are capacious, accommodating 15 litres each.

There are more surprises in the pipeline: we are expanding the Monolock case range with two higher capacity products; 32 and 47 litres, with an eye-catching design and additional convenience, in fact they will be equipped with a remote control opening mechanism. This project, which is close to heart and personally involves me, is one in which I, together with my collaborators, have utmost faith. In short, we are striving to design products which break the traditional moulds, because habits and attitudes evolve and GIVI intends to anticipate the future, supplying pertinent and timely products to the market.

Another GIVI exclusive, which we are passionate about, is the long awaited Trekker range



for powerful enduro bikes, in the 33 and 46 litre formats, made of waterproof thermoplastic material with anodized aluminium finish; they are characterized by a modular lid, featuring partial access through a supplementary flip up hatch, to be able to access the contents without opening the luggage completely. An additional highlight of the Trekker is that, if it is mounted on the side, you don't have to take it off the bike. Often the side bags are used to store a series of articles, rain suits, boot covers, etc. and to get to what you need, you often have to empty the entire compartment. Now with the Trekker range, it's a simple manoeuvre. Just some small details that, we at GIVI are aware, are really important for motorcyclists.

All these products and many others cannot be described in words and would require complex illustrations. So in alternative, we have decided to provide demonstrative videos, both on our website www.givi.it and in the on-line magazine.

Given the increasingly international evolution of our house organ and the positive response of its readers, we have supplemented the magazine with articles, interviews and features which give a global panorama of the GIVI brand in the world. In fact, GIVI is present in all continents. Another item which we are pleased to announce is the GIVI Smartphone application: today, more than ever before, we are committed to taking advantage of state of the art technology to communicate with our clients, as you will read in the following pages.

Vice-President
Vincenzo Visenzi



HOLLYWOOD RIDER

Being an actor is difficult ... but not nearly as much as being a motorcyclist in Los Angeles. This is what Gunner Wright, a film and TV series actor, claims, busily trying to elude the contract clauses which attempt to confine him behind the driving wheel of a car. How did we get to know him? He fell in love with our 10.4 Air helmet and pulled out all the stops to get it.



Los Angeles owes its global fame to two things: Hollywood and its crippling traffic.

Yes, it's true, it also has Santa Monica beach (remember Bay-watch?), Beverly Hills mansions, Venice Beach hippies and Disneyland Park, but the thing that really throws the majority of tourists into a panic is the myriad of freeways and interstates; the gigantic motorways which intersect the second most densely populated city of the United States, creating an inextricable tangle.

Given the all year round mite temperature and the absence of rain and humidity, one would imagine that L.A. would be the homeland of scooters and motorcycles: what better vehicle for winding through the traffic in the metropolis?

Nothing could be further from the truth, for a whole series of valid reasons. Above all, the distances involved. The Greater Los Angeles area, sprawling out over five counties, covers a territory of approximately 90 thousand square kilometres and has a population of 18 million (2006 figures). Just as a comparison, Rome, including its districts, covers an area of approximately 1,500 square kilometres and has less than 4 million inhabitants (2004 figures).

This means that to get from the "city centre" to the beach involves travelling at least 60 km, whilst for a trip from Hollywood

to Disneyland you must take into account 130 km. And you are still within the city boundaries... in addition, there's the issue of the traffic, not just the amount but also the type. Motorcycles here are a rarity which is not surprising considering the way they are treated. For years, the Department of Motor Vehicles has attempted to sensitize car drivers by means of press campaigns and posters, inviting them to look in the rear-view mirror before changing lanes or making turns. And that's not all, since California is one of the few remaining American states not to have abolished "lane splitting", there are still a very high number of accidents involving motorcyclists. In addition to these factors, there are also other innate nuisances, like the traffic light sensors which cannot "see" motorcyclists and thus stay red until a car arrives, or alternatively the terrible mixture of fine sand, saline and oil which seeps out of the road at the first hint of rain. This incredibly slippery mixture, colloquially called "gunk", is the result of months and months of sediments, with the result that, after a brief downpour, all the roads in L.A. become as slippery as soap.

FROM HONDA P.R. TO ACTOR: THE INTERVIEW

This is where the attitude of a figure like Gunner Wright becomes significant, as he always rides around his beloved Hollywo-



We've still got the actor's e-mail in which he expresses his deep appreciation for our 10.4 Air helmet (currently substituted by version 2). Got the helmet and simply put, it's the most amazing helmet that I've seen in a long time....It fits great and will make the shoot rock! Thanks for all of the work getting it here!



od on a motorcycle or by scooter. Because Gunner is not only a biking enthusiast but also a successful actor, who has to dodge the contract clauses which want him confined to an infinitely safer and more placid automobile for commuting.

Gunner, first of all, how did you hear of the GIVI brand?

"I was in Milan for an advertising shoot and being a motorcycle enthusiast, I was instantly astonished by the number of two-wheelers darting everywhere. And after that, I noticed the brand name on the top cases, installed on practically every motorcycle or scooter in circulation..."

Other than the motorcycles, what struck you about Italy?

"Obviously the history, the buildings, the monuments ... but if I am to be completely truthful, I wasn't aware that this country was so passionate about bikes. I remember that early one morning, when I returned to my hotel after jogging around the Sempione Park, I couldn't find anyone at the reception or in the restaurant. I wanted to eat breakfast but the place was deserted. So I popped into the kitchen and there were all the staff huddled over a tiny TV set watching the Australian GP, at the break of dawn!"

So motorcycles are in your blood...

"Yes, if I made it to Hollywood, it's thanks to motorcycles. I'm not one of those people who have bought a bike because it's trendy at the moment. From when I was a child, I followed my father around the motocross tracks in Florida, where I was born.

Then what happened?

"Then my father, who was a Honda rep, was transferred to the company headquarters in California, so our entire family moved to Orange County in Los Angeles. It was the end of the Eighties, motocross and supercross were really exploding, and maybe due to the fierce competition or the change of environment, I became one of the fastest in my category. Basically, something clicked inside me. But higher speeds brought injuries, which lead me to wonder, if that was what

I really wanted to do with my life. The reply was no and in this aspect my father supported me enormously because he made me realize that one tiny injury too many might have left me with no alternatives, if not a job as a mechanic. I decided to finish my education and search for a real job, perhaps in the motorcycle industry. The opportunity arose when I learnt that Honda was creating a new sports division to deal with the press. I remember that one of the key aspects of the interview was a simulated video commentary, with a race rolling on a big TV screen in front of me: it was fundamental to keep calm and to demonstrate the ability to convincingly commentate a mechanical breakdown or disappointing results in front of dozens of microphones. Well, straight away I felt at ease and I got the job".

In addition to discovering your acting talent...

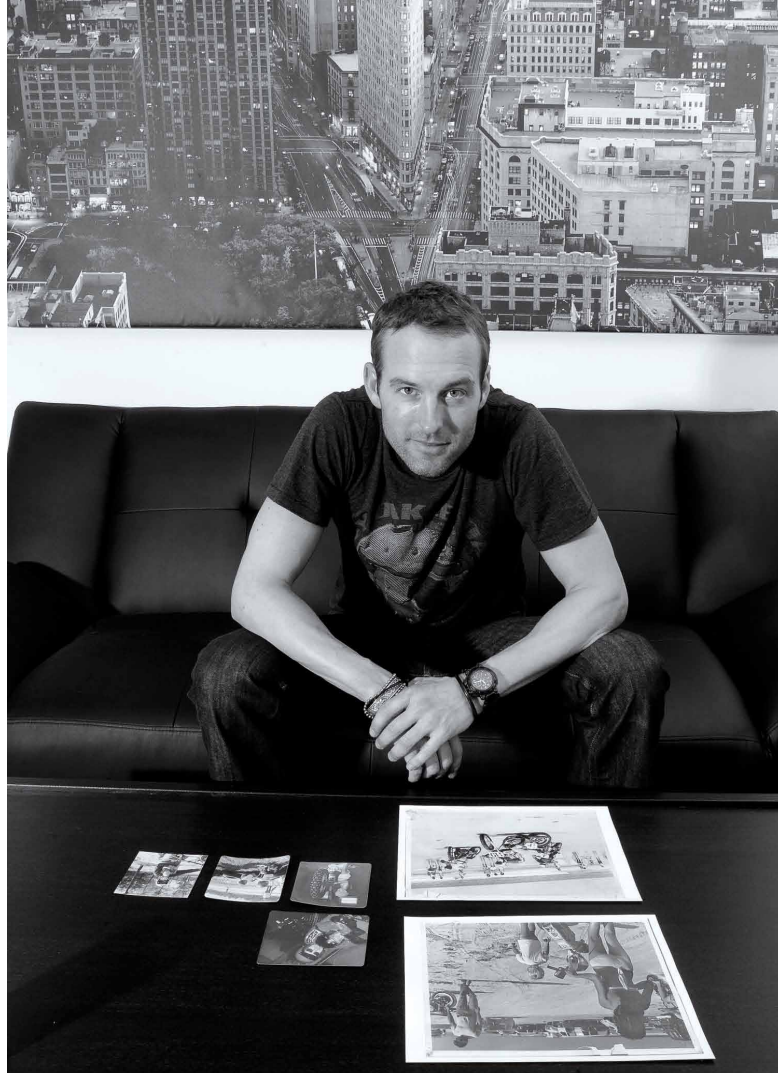
"In a certain way, yes. From the start I realized that I liked interacting with the fans of the pilots and in a sense, being under the spotlight, even if I was working 18 to 20 hours a day". But how did you change from being a P.R. to becoming an actor and above all what have motorcycles got to do with it?

"I'm getting there... In the period when I was in charge of the Honda press office (end of the Nineties), Supercross finally asserted itself and our pilot Ezra Lusk, was the only one to pose a serious challenge to McGrath for the title. With four races a year, between Anaheim and San Diego, the hospitality area was always full of actors and people who worked in Hollywood. Many of them were stuntmen and thanks to one of them I landed my first part in TV, a role in Fox's Fast Lane. From there on, it's been just one thing after another".

So you left a stable job at Honda to throw yourself into an acting career?

"The wages were good but the curiosity of putting myself to the test in front of the camera was so strong that in the end I gave up my job".

Any regrets?



Biography
GUNNER WRIGHT

Born on the 26th of August 1973
in Eustis, Florida - USA
TV debut in 2002 in the TV series
"Fast Lane" on FOX

FILM:

The Perfect Game (2009)
G.I. Joe: the Rise of Cobra (2009)
Love (2010)
The Losers (2010)
Alluvial (2011)
Bro' (2011)

TV SERIES:

Fast Lane (2002-2003)
Wicked, Wicked Games (2007)
90210 (2009)
Life on Top (2009)

VIDEOGAMES:

Dead Space 2 (2011)

"None. At the beginning it was hard. Then I found an excellent agent and the "roles" started to flood in, both in for the theatre and cinema. So far, my past experience as a pilot, together with my firearm skills and martial arts training, has worked in my favour regarding action films, but in the future, the hope is to widen my acting repertoire".

But how are motorcycles considered by Hollywood?

"There is a good relationship between Hollywood and motorcycles, even if when you're about to sign a contract, they make an issue of it. Many actors have one or more motorcycles but hardly know how to turn them on, others, like Harrison Ford, use them as a daily means of transport".

Back to you, compared to a car, what more does a motorcycle offer? And do you have a car?

"Yes, I own a Smart which I practically never use. The motorcycle allows me to commute rapidly and avoid parking problems. Personally, as I live in the centre of the city, in a quarter of an hour, I can get to the hills behind Hollywood and Griffith Park and then I wind down: it's my small daily dose of freedom".

Plans for the future?

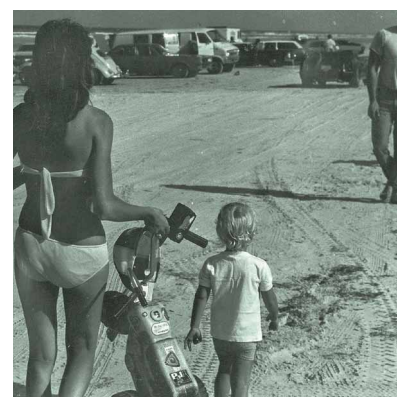
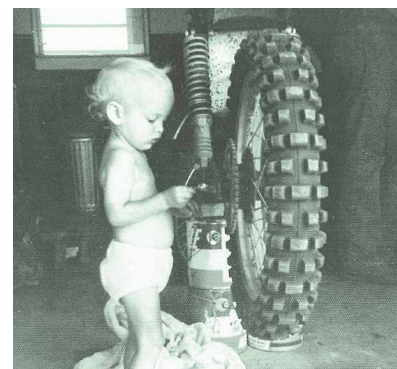
"I've just finished filming Love, a film where I play the part of an astronaut lost in space, which is currently in post production. After G.I. Joe, I also had a role in "The Losers", whilst more recently I have fulfilled a lifelong dream, starring in a videogame. In fact, I play the scientist Isaac Clark, the protagonist of the Dead Space 2 videogame by Electronic Arts, to be released in 2011" and again TV series, etc".

Any secret wishes?

"My idols are Steve McQueen and Paul Newman; who are "real" people in addition to being actors. They loved motorcycles and cars and didn't back down from the stunts. I'd really love to do a film inspired by them, in "The Fastest Indian" vintage style, where I could pay homage to all the stuntmen who risk their lives several times a day, in scenes, which on film, only last a couple of seconds!".

Above, Gunner chooses some of the photographs he sent us for this article.

On the right, childhood memories, cadenced by knobby tyres, dirt tracks and Motocross races





IED students in GIVI's showroom

IED HAS CHOSEN GIVI AS ITS PARTNER FOR THE MOTORCYCLE SECTOR

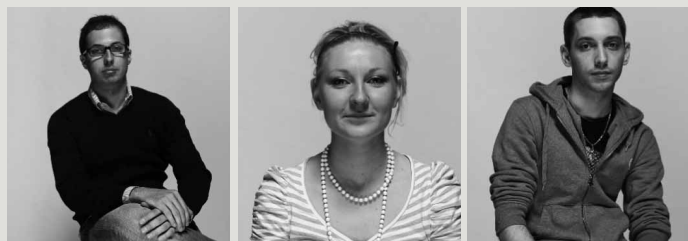
Presentation of the top three student design projects, fruit of the collaboration between the prestigious Istituto Europeo di Design and GIVI. This partnership between IED and GIVI, which began last year, will continue through to 2011.

This year, nine students of the IED, Istituto Europeo di Design in Milano, have developed their degree thesis project, based on a theme proposed by GIVI and with the collaboration of the company. The experience was judged so positively by all participants, that Silvia Roth, the thesis coordination manager of the IED Design faculty in Milan, announces: "The partnership has been renewed for the coming 2010/2011 academic year". "To involve young talented and motivated designers is fundamental for GIVI, who has innovation as its mission" – comments GIVI's Vice President Vincenzo Visenzi who monitored the partnership with the Institute – "We gave luggage transportation as the theme. The students were enthusiastic and the teaching staff did an excellent job. IED also included us on the examination board and it was extremely difficult to judge the best of such excellent projects."

"Every year - Silvia Roth explains - 10/12 companies, who are leaders in their sector, assist the students of the Three year Product Design, Interior Design and Set Design courses to develop their thesis project. The collaboration with GIVI has been an excellent opportunity. The brand is not only the leader in its sector, but it is also one of the few companies to manufacture in Italy. This factor enabled the students to attain a hands-on approach, using the skills acquired during the study programme, and to research and develop products with the end aim of creating cultural and visual stimuli. GI-

VI's proposal was welcomed enthusiastically because the motorcycling sector closely concerns young people and also because they know and, in many cases, use the products of the brand. The group of students really appreciated visiting the offices and factory, their first encounter with an industrial reality, from both a design and production perspective". Speaking on behalf of the group, Giampaolo Vailetti, aged 23 from Milan, who earned a well deserved grade of '30/30 cum laude', states: "The thesis title was 'Freedom in movement. GIVI's brief was to design a series of accessories for bicycles, scooters and motorcycles to facilitate all activities carried out using these vehicles. A system which could satisfy the needs of people using two-wheels both in metropolitan areas and touring and adventure on the road. We formed three groups and then we presented three models. I own a Buell 1200, and am a motorcycle, automotive and design enthusiast, so for me, it couldn't have got any better than that!"

"GIVI is specialized in motorcycling accessories – Vincenzo Visenzi explains. – This is the reason why we wanted to share the design process with young talented, imaginative students". Andrea Primi, aged 39 from Milan, an industrial designer in GIVI's R&D department, who materially assisted the undergraduates, describes how the relationship evolved: "After the signature of the agreement, the students and teaching staff visited us and came to grips with the GIVI nuts and



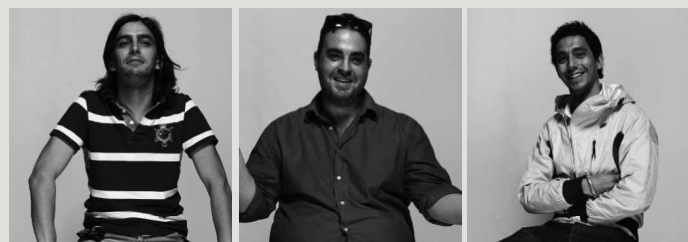
X-WAY

X-Way is the project completed by Fryderyk Renato Gatti, Elisa Meri Annika Makela and Roberto Romano. It is composed of seven different products which can interact or be used individually: a back protector to which all the other products can be attached; a rucksack, a mini-case, pockets for personal items, a net to carry a jacket or to store a helmet, side handles for the rider's safety or for the pillion passenger to grip.



HIDD-N

Giampaolo Valetti, Alessandro Martinelli and Giorgio Cambiaghi are the minds behind the Hidd-N project. It is a case for sports bike riders who don't want to spoil the aesthetics of their vehicle. The helmet is protected by a metallic net covered by a double layer of Cordura. Hidd-N has been designed in two different versions; the first, for motorcycles becomes a seat for the pillion passenger, the second, for scooters, is used as seat cover".



QUBO

Pietro Depalmas, Riccardo Minuti and Jacopo Potenza designed Qubo: a modular system for scooters and motorcycles targeted at those who use two-wheelers for work or those who need above average storage capacity: Qubo has multiple configurations for different needs. When composed of two vertically stacked modules, it is a high capacity case, with four openings: three hatches plus an independent opening between the two modules.



GIVI 1979-2010 THIRTY YEARS OF PATENTS AND INVENTIONS

The first case designed by GIVI was the E34, in 1979. Since then, case has become synonymous with GIVI. GIVI is the long-standing brand of motorcycle accessories and today offers the widest range of specific anchoring systems of the market, to mount one, two or three cases. Furthermore, GIVI has applied its skills to the helmet sector (Head Protection

System project) and therefore currently the brand offers a comprehensive range of products for the motorcyclist and his family, featuring innovative technological solutions with a high level of functionality. Advanced protection systems and Italian design are the plus factors of the ranges. Another record that GIVI can boast: GIVI is

almost the exclusive supplier of outfitings to leading motorcycle manufacturers. In addition, GIVI is one of the few Italian companies to have deposited patents, such as for the "anchoring and fixing system of cases to the plate". The objective of GIVI is to allow both motorcyclists and scooterists to safely, elegantly and simply transport both personal and

fragile objects on two wheels; the rider, the pillion passenger, head, life, children, the PC. The core of the company is thus the R&D Technolab (research and development) department that has innovation as its mission. GIVI has been awarded the Rating 1Certificate, which certifies that the company has the highest level of trustworthiness on the market.

bolts; the office where planning starts, the showroom exhibiting the product range, the injection moulding workshop and more importantly the helmet laboratory where we carry out pre-testing activities. The students met our President, Giuseppe Visenzi and the Board of Directors who officially welcomed them and wished them good luck. Successively, on several occasions, I returned to the IED campus to revise the projects. My role was to assess the projects, declaring – can be improved – on the right track – carry on like this. All the students did an excellent job. I was struck by the manner in which they used new technologies. I hadn't anticipated such added value, and it personally gave me a fresh outlook. Working side by side with these young students was enjoyable and took me down memory lane, because I too graduated from IED, in 1995."

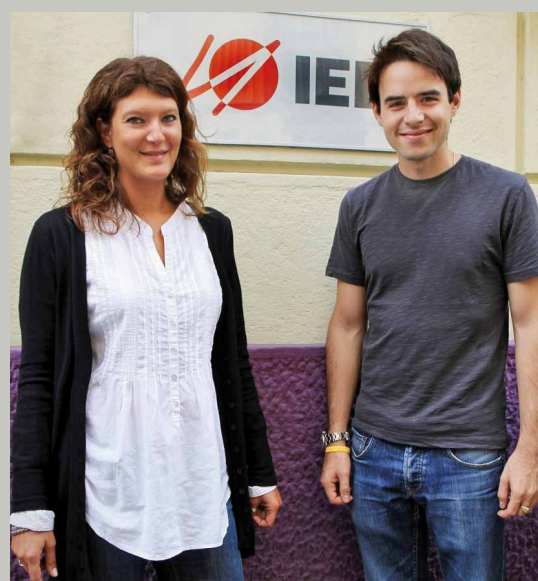
The thesis professor, the designer Pietro Riolo together with the thesis assistant, Livio Sampietro, comment: "We found a thesis concerning the motorcycling world stimulating because, apart from being motorcyclists ourselves, we are really passionate about mechanics and, above all as product designers. Riolo is a two-wheeler nostalgic as he has two vintage Hondas parked in his garage. Sampietro spends a fair share of his free time stripping down and

reassembling motorcycles in his garage. Their assessment of the collaboration in GIVI? "The brief was very interesting and open to interpretation. Therefore the students could approach the project in a somewhat personal manner. The company was prepared to describe each step in great detail. We observed and noted the different approach at GIVI, due to the fact that they internally design, manufacture and market their own products". The young student Vailetti concludes: "I remember how shy I was when I entered GIVI. Vincenzo Visenzi in person came over to meet me. I didn't know what to say. But everyone was friendly, in an easy-going atmosphere, where they put us at ease and this enabled us to work well. It was definitely hard work. Initially we carried out a survey to identify products which were lacking in comparison to the market demands and the behaviour of motorcyclists, and focusing on any possible success criteria. On the basis of this information, we formulated different concept proposals which were presented to GIVI and which then passed into the project development phase. I consider myself to be extremely lucky to have visited the factory so extensively. Furthermore, coming into contact with a real 'commissioner', I learnt how to adopt a professional attitude".

AN INSTITUTE OF EXCELLENCE

Since its foundation over forty years ago, the Istituto Europeo di Design has operated in the fields of training and research, in the disciplines of Design, Fashion, Visual Arts and Communication. Today, it has become an International Network, in continual expansion, with campuses in Milan, Turin, Venice, Florence, Cagliari, Madrid, Barcelona and Sao Paulo in Brazil, which offer three year undergraduate, Refresher and continuing education, and Master Courses. Since 1966, IED has developed an innovative teaching methodology, focused on the synergy between technology and experimentation, creativity, integrated strategy and communication, markets issues and a new form of professionalism. The scope of IED is to offer young professionals working in the fields of Design, Fashion and Communication, the knowledge and specific tools necessary to answer the constantly evolving demands of the marketplace. A fundamental element of the educational strategy of the Istituto Europeo di Design, are the partnerships with prestigious companies, which characterize the entire educational pathway of both the courses and the special events marking the end of the academic year. Coherent to its international mission, each year more than 1800 foreign students attend IED courses.

Through its territorial distribution, IED plays the role of Culture and European Design Projects Ambassador, intervening in cultural, economic and environmental issues in various countries.



Silvia Roth, IED thesis coordination manager, and Giampaolo Vailetti, a student who designed one of the projects, who acted as our guides during our visit to IED.

2010 NEWS AIRFLOW

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PIAGGIO

MP3 125-250-400 (2006/2010)

SUZUKI

BURGMAN 400 (2006/2010)

DL650 V-STROM (2004/2010)

DL1000 V-STROM (2004/2010)

YAMAHA

X-MAX 125-250 (2010)

MAJESTY 400 (2009/2010)

T-MAX 500 (2008/2010)

THE ITALIAN SIGN OF MOTODESIGN



THE GREAT ROAD OF THE MONTI SIBILLINI

A breathtaking panorama in a journey winding through the mountains straddling the border between Umbria and the Marche, offering glimpses of the Adriatic coast and plains dotted by ancient medieval villages.

Reaching the Monti Sibillini National Park is relatively easy. From the north, exit the A1 motorway at Civitanova Marche. Le Marche are an off-the-beaten-track destination for many, and in fact represent one of the favourite destinations for foreign visitors, as here unparalleled natural beauty co-exists with tranquillity and it's never crowded in high season.

From the Adriatic coast, make a decisive turn inland, taking the trunk road S.S. 77, which rapidly brings you to the foot of the Monti Azzurri and to the first leg of this journey: the town of San Ginesio. With its well preserved boundary walls and the delightful historic town centre, this small town, aptly named the Balcony of the Sibillini, is an appetizer of what you can expect on the journey through the provinces of Macerata and Ascoli Piceno, full of stunning scenery and with a story to tell.

San Ginesio is a proud lively town, which allures tourists using the stories of its past relationship to the Knights Templar, vestigial traces of which are still visible and appear in the accounts of local historic researchers. The town is also artistically representative, due to the prestige of the works on show in its churches and in the gothic Collegiata, or in the small municipal Art Museum, but only when you continue along the trunk road S.S. 77, do you reach the real pearl of the Marche: the Monti Sibillini National Park.

The name originates from the myth of the Sybil, the virgin prophetess, who as legend claims, sought refuge in these mountains, thus lending her name to one of the highest summits of the mountain range. Today the myth is kept alive in Montemonaco by the Museum dedicated to her, whilst the Park offers many other locations not to be missed, which can easily be reached using the numerous "routes" marked on the maps of the area.

THE GREAT ROAD

This name identifies an itinerary, which winds its way around the perimeter of the park, linking some of the most fascinating places. The route totals some 200 kilometres, which can be covered in a single day, if you wish - or need - a true feast of curves. If, instead, you can match your pace to the calm rhythm of this territory, then a better idea would be to allow yourself to be led along the various routes which, when combined, make up the Great Road. Arriving from the North, you can decide in which direction you want to tour: going west towards Lake Piastra and then continuing south, or heading south, straight towards Ascoli Piceno, and then travelling clockwise coming back up the western edge. The Fiastrone and Guaite itineraries are the first routes on the Great Road.

Lake Fiastra. Stunning scenery marks the beginning of the Great Road of the National Park.



ARTISTS & MASTERPIECES

The Marche region, as the inhabitants explain, represents the whole of Italy in a single region: churches, artists, fortresses, art museums, legends, "ideal cities"; this is the region that gave birthplace to Raffaello Sanzio, and played host to Carlo Crivelli, Gentile da Fabriano and numerous others...

The Marche Region, in the territory between Macerata and Ascoli Piceno, has been a discovery for us. Each city and town has its own art gallery, of varying sizes, displaying the works of art of authentic masters: San Ginesio hosts works by Zuccari, Crivelli, Ghirlandaio and a canvas attributed to the Caravaggio school; Sarnano displays a Vittore

Crivelli and in Ascoli Piceno, you can observe a polyptych altarpiece by Carlo Crivelli in the Cathedral of Sant'Emidio. And the list just goes on; each town has its own artistic treasure. If you visit this

region, you can't miss Tolentino and the Augustinian Friars cloister with the so called "Cappellone"; a gothic chapel, internally decorated by fresco cycles: a masterpiece of great artistic value. The frescoes

were probably painted in the period 1335-1345, and no documents exist regarding the author and the school; for centuries critics have debated the real name of the Tolentino Master which is currently attributed to Pietro da Rimini.

For further information consult the Augustinian Friars at <http://www.san-nicoladatotentino.it/>



Tolentino. The Clock Tower in Piazza della Libertà and the Cloister of the San Nicola Basilica.

MEALS AND ACCOMMODATION

LOCAL CUISINE AND WINES

Laying on the border between Marche and Umbria, the Sibillini National Park is a crossroads of ancient food and wine traditions. We stayed in places where hospitality is sacrosanct, so here are our recommendations:

SAN FABIANO COUNTRY RESTAURANT - In the Necciano Contrada lane at n. 22 (San Ginesio), a welcoming structure, a limited number of tables and Gianni in the kitchen preparing hundreds of delicacies, typical of the Marche - tel 0733656832---3338748954 - info@sanginesio.info

OSTERIA SAN NICOLA - A tavern with typical cuisine, warm atmosphere and gluten-free pizzas. Perfect!
Via Flaminia, 6 - Tel. +39

073396.74.48 - Tolentino (MC) info@osteriasannicola.it

AL NAVIGANTE - Fraz. Nocelleto - 62039 Castelsantangelo Sul Nera (MC) - Tel: +390737 98.106 - 0737 98.124 - www.dalnavigante.it

LA MARCHIGIANA - Hotel Restaurant

"La Marchigiana" - Via Campanotico, 62028 Sarnano (MC) - Tel: +39 073365.73.14 - info@la-marchigiana.it

WHERE TO STAY

Big smiles all round... that's how the population in the Marche welcomed us, an increasingly rare type of hospitality, catering to every needs of their guests... So we feel confident in recommending:

HOTEL LA MARCHIGIANA - See above

COUNTRY HOUSE "MOMA" -

A tasteful renovation of an old stone country house, complete with 4 wonderful rooms with large fireplaces and wooden ceiling beams. Moma - Via Colle 39 - Pian Di Pieca (San Ginesio) - 62026 - MC - Tel. +39 337 64.95.35 or +39 336 82.61.39 - mmulcarini@alice.it

AGRITURISMO IL CASTAGNETO

- Albina was a true discovery! Her rural guest house perched above Ascoli Piceno is off the beaten track, but if you want authentic and delicious cuisine from the Marche, you must make a visit. Località Colle 71 (San Marco) - Ascoli Piceno - Tel. +39 0736 31.91.00



LEGENDS AND TALES

The Sibillini Mountains have always been cloaked in an aura of mystery... and that's how the tales and legends became famous all over Europe, so much so that for centuries the Sibilla summit was a popular destination of knights, magicians and necromancers all united in the desire to meet the prophetess who lived in the famous Sibilla cavern.

Here are some of the most mysterious sites:

GOLUBRO GORGE - A long time ago, the road leading to the Golubro gorge was called "Balleria", a place where the fairies of the nearby Sibilla cavern came to dance. The old mountain dwellers told of an evening in which the fairies asked Queen Sibilla permission to attend a ball during the night which was to take place in the Infernaccio



The Infernaccio Gorge with a crystalline, ice cold waterfall.

The Castelluccio Plain. The Great and Small Plains, which in spring brim with wild flowers in full bloom.



gorge. "Go, go ahead" - the Queen replied - "but remember and never forget, you must return to the cavern before sunrise. No ray of sunshine must touch you..." The fairies got carried away at the ball and didn't notice that dawn was breaking. They were very scared and returned to the cavern in such a hurry, that they left a light coloured streak on the mountain slope. It is commonly called the "fairy path".

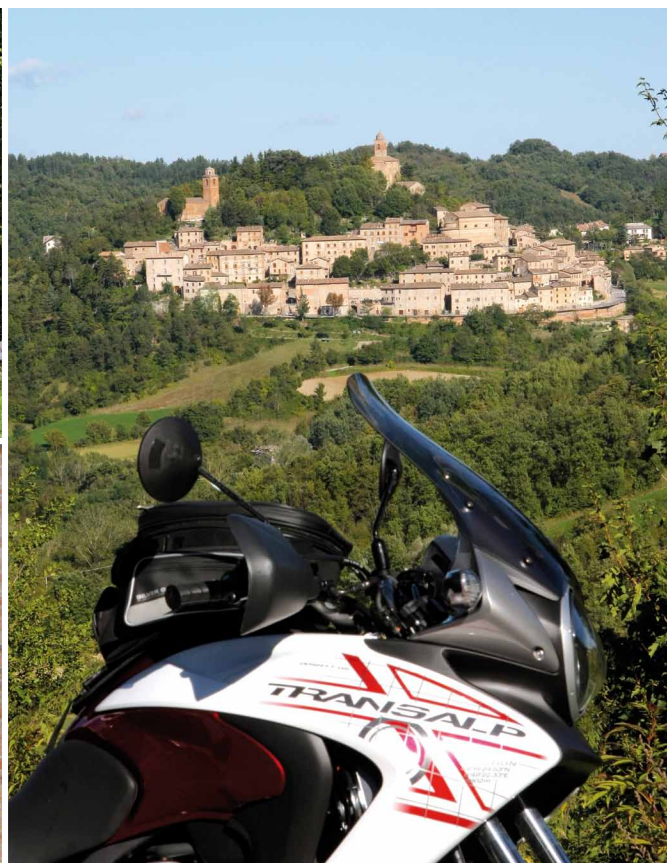
PILATE'S LAKE - Another legend of these mountains is that linked to the figure of Pontius Pilate: below the peak of Monte Vettore on the western slope, at an altitude of 1940 metres is Pilate's Lake. The most ancient legend describes it as a place that, from time immemorial, was devoted to devils and only necromancers could visit

it. Legend has it that, the Roman Emperor Titus Vespasian, after destroying Jerusalem, brought Pilate to the Eternal City and sentenced him to death. Before his execution, Pilate requested that his corpse be placed on a cart pulled by oxen, left to wander where destiny took them. The Emperor granted his wish and when the oxen arrived in the Sibillini Mountains, they fell into the reddish waters of the lake and Pilate's body disappeared forever. **FIATRONE GORGE - LAME ROSSE - GROTTO OF THE FRIARS** -

From the sky-blue Fiastrone Lake, which mirrors the peaks of the surrounding mountains, the path rises towards the suggestive Lame Rosse (red blades), amazing rock formations created by rainwater erosion. It then continues downhill

towards the Grotto of the Friars, with the hermitage of the Clareni monks which dates back to 1000 AD. The hermitage is perched above the impressive Fiastrone Gorge, eroded by the torrent of water over the course of centuries, which can be reached after a steep descent. Passing through the gorge, sometimes submerged by water, you return to the Fiastra dam where the itinerary begins. **FRONTIGNANO - PASSO CATTIVO - SAINT LEONARD HERMITAGE - INFERNACCIO GORGE - RUBBIANO** - The Infernaccio (literally Hell's Gorge)! This is a slippery and impenetrable gorge which no-one had dared to cross before 1820. The natural course of the River Tenna, as we see it today, is not the original one; a landslide from the slopes

of Mount Sibilla completely obstructed the gorge, forcing the water to find a new bed, abandoning the course that it had eroded for centuries. The original river bed is where the mule track rises now and the river flowed abundantly between the steep slippery cliffs and was impossible to cross. Today this route can be used without problem: a massive wall follows the River Tenna to the "Muline" where the monks built a small water mill to grind the fruit of their work. It is one of the most spectacular gorges of the whole Apennines. Crossing through it is breathtaking, as the sheer cliff faces seem to close in on you, almost as if they were warning you, that they could close the passage at any moment.



Some snapshots of the route we took: Visso, Montemonaco, The plateau route, Montefortino.

The first part of the route from San Ginesio rapidly ascends the surrounding hills, passing through Sarnano, with its well-preserved historic medieval city centre, and then reaches Acquacanina and the Fiastra Lake. In spite of the modest altitude, rarely above 700/800 metres, the air is already brisk at the end of September. Only the road surface, scarred by a rigid winter, partially limits the pleasure of riding these roads, crossing Holm-oak woods and breathtaking natural scenery. On clear days, the Adriatic Sea shimmers in the distance and it is also for this reason that you frequently encounter other motorcyclists, although they may be more concentrated on that perfect cornering technique, rather than admiring the panorama... The perfect companion to this 70 kilometre route is the Guaite itinerary which follows the River Nera valley and reaches magical places such as the Macereto Sanctuary or towns such as Visso, or Castelsantangelo sul Nera. The sixteenth

century sanctuary is a small architectural gem in a majestic mountainous setting and is a short distance away from some fortified boroughs, such as Visso, which is, in fact, the headquarters of the Monti Sibillini National Park. Here, through the Park Authority, you can arrange your stay in these mountains, but the town alone merits a visit, if not only for its majestic palaces and the high level of maintenance and restoration of the whole town.

THE PLATEAU AND SIBILLA RING

Carrying on towards the south, you arrive in the most spectacular point of the Park, abandoning momentarily the Marche Region and entering Umbria. But it's worth it: after a series of juicy hairpin bends, you suddenly find yourself near Castelluccio di Norcia, in an unexpected lunar panorama: the Castelluccio Plain. This is a vast plateau, sur-

EVOLUTION OF THE SPECIES

The three piece pannier set of Trekker luggage is particularly suited to the XL700V Transalp, as it fits in with the lines of the motorcycle and is practical. The aluminium panelled finish is just what's needed on touring enduro bikes, like this Honda (but also on similar brands, as illustrated by the photos on this page). The series is also easy to install and incorporates an optional opening hatch on the full lid, convenient for accessing the contents without opening the whole case. The inside is designed to easily accommodate custom inner bags, which are removable, expandable and elegantly styled. They are divided into two compartments with a handy pocket. The T483 tank bag also stands its grounds: in addition to the GPS holder, it is in fact equipped with a shoulder strap concealed inside the main handle and an unprecedented feature which transforms the side pockets into a practical waist-pack, ideal for carrying your essentials when you stop for a break. Last, but not least, the classic D313S windscreen; its smoky colouration is a perfect compliment to the front view of the Transalp.



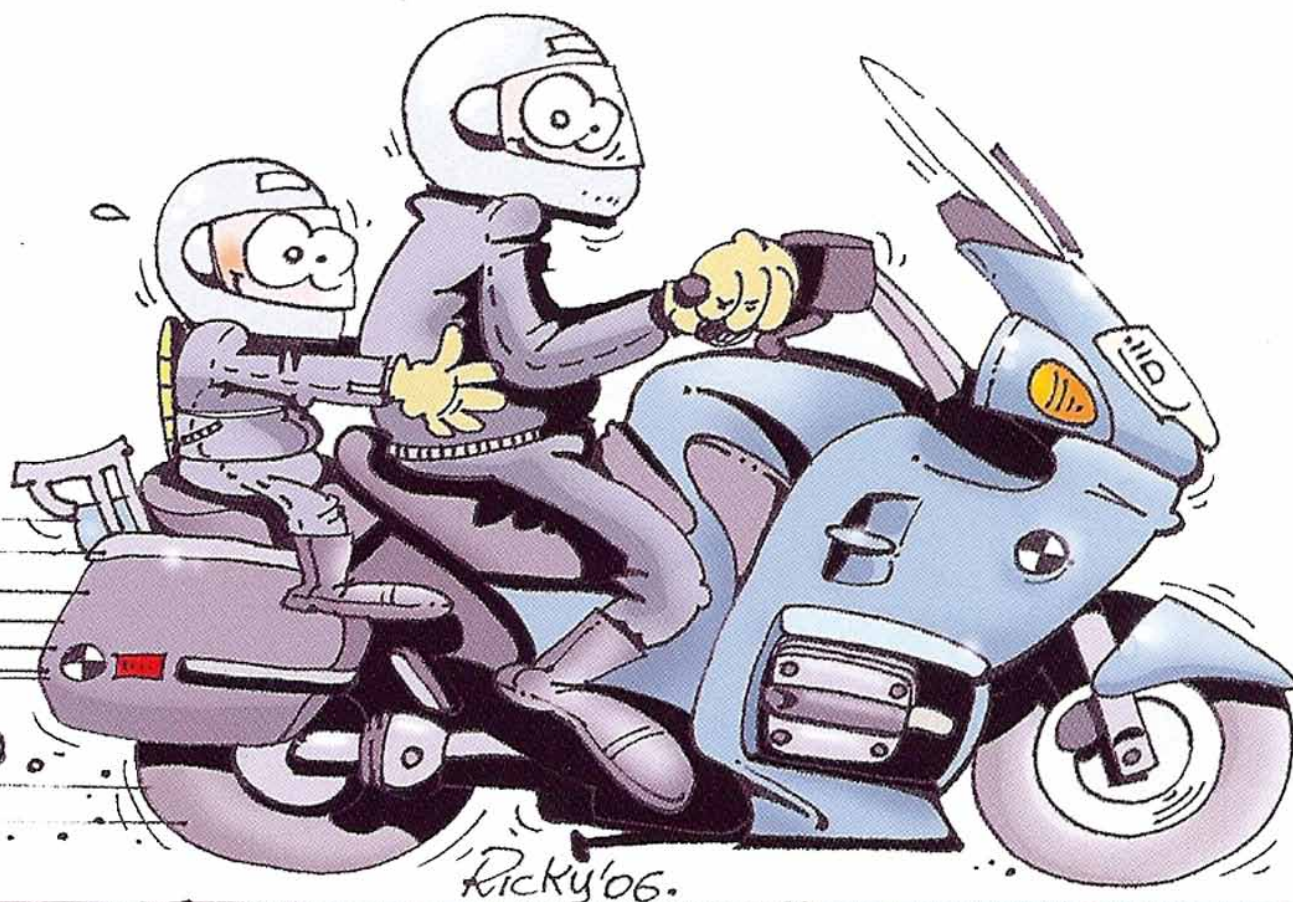
The Trekker range of luggage is now available for the BMW F650/800 GS, BMW R1200GS/ADVENTURE and for the Yamaha XT 1200 Z Super Ténéré, among others. The range includes two sizes: the 46 litre Maxi and the 33 litre Small. The Maxi can also be used as a top case, whilst the accessory range includes an expandable inner bag, a top case luggage rack and a securing hook kit to simplify the use of the classic cargo net.

rounded by steep, yet dome shaped summits. Crossing this plain is like travelling out of time, even if from spring to summer, these green pastures are painted by the red, yellow and violet blossoms of wild flowers. After the plain, the route ascends to the Forca di Cresta pass, with a stunning view of the multi-coloured plain and the Adriatic coast. From this terrace, the route rapidly descends and you reach Arquata del Tronto and Ascoli Piceno. The Regional Capital merits a visit, for its monumental centre and for the rich culinary traditions, but also for the numerous events and historic enactments which animate its narrow alleys. The legend of the Sybil is perfect for the last part of our itinerary. On the summit of the mountain, a grotto was the access to the bowels of the earth, where those seeking the prophesies of the Sibyl, faced with two enormous iron doors, had to choose the right one, as the wrong one led to hell. Today, access to the grotto is not allowed, but the

whole area surrounding Mount Sibilla is dotted with ancient monasteries and mysterious manors. The roads are tortuous but the road surface is better than on the western side of the Park. In rapid succession, you pass through the towns of Montegallo, Montemonaco and Montefortino, all worthy of a brief visit and surreptitiously esoteric, then close the loop at Amandola, and carry on to Sarnano and then San Ginesio.

General Information

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 Piazza del Forno, 1 - 62039 Visso (MC)
 Telephone: +39 0737 97.27.11 Fax: +39 0737 97.27.07
 Email: parco@sibillini.net web: www.sibillini.net



The GIVI S650 was designed to be installed on the majority of motorbikes and scooters. This “black pearl” is equipped with two adjustable footrests catering for different heights and with comfortable armrests which are designed to avoid lateral sliding, especially when cornering. The S650 is not equipped with a safety belt, as these are regarded to be extremely dangerous in the event of an accident; the mere presence of an adult on the front seat is enough to avoid the child sliding forward.



PETITE PILLION PASSENGERS: A kick start to their safety

Giovanna Guiso, journalist and scientific researcher, has written a useful booklet entitled -“La famiglia in moto” (Motorcycling for families) - in which children and parents are informed of the correct behaviour, regulations and useful products which ensure safety when travelling by motorbike and scooter. One of the strongly recommended accessories is our S650 Baby Ride child seat.

Today's hectic lifestyle is progressively driving and motivating more people to choose dexterous 2 wheelers (motorcycles and scooters) to navigate the increasingly chaotic city traffic, not only for the daily commute to work, but also for the school run.

Unlike adults, these young passengers are less reactive in the event of a crash or a fall, unable to counteract knocks and bumps. For this reason, it is imperative to abide by the Highway Code regulations and to use specific accessories and clothing to protect our younger riders.

For many years, Giovanna Guiso has been campaigning for road safety, and has promoted initiatives, meetings, round tables and conferences on this topic. Giovanna has written an informative booklet entitled “La famiglia in moto”(Motorcycling for families), which, on the one hand, aims to educate a new generation of road users, creating awareness of road rules, the limitations of a two-wheeled vehicle and the correct riding behaviour, and on the other hand, to stimulate parental responsibility by increasing the awareness of the consequences of their riding attitude.

“To teach children the perils of the road – the author states –means to educate them in self-discipline, to respect their own and other people's lives, and to take responsibility for their decisions. Educating the parents through their children means to contribute the diffusion of road safety

culture which is so lacking in our country, and which is fundamental for the reduction of the number of accidents involving young people, considering the zero population growth in Italy”.

DUTIES OFTEN UNDERESTIMATED)

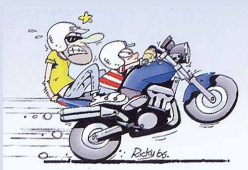
“After all, I'm only going a couple of miles, what could possibly happen!” This is the typical phrase of the parent (male or female) who gambles on their driving skills in traffic. However, the majority of accidents involving motorbikes and scooters actually occur in metropolitan areas. In other words, more often than not, they underestimate the importance of adequate gear (we've seen enough of these helmets two sizes too big) when carrying these “baby bikers”.

Safety, for us at GIVI, has always been a parameter of paramount importance. In fact, our product range includes items designed specifically for children. For instance, the S650 Baby Ride child seat, the only Italian product on the market, is suitable to correctly carry children aged between 5 and 8.

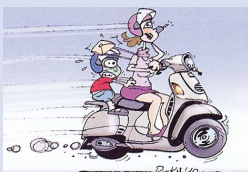
Giovanna Guiso, spoke about the S650 at length during the presentation of her useful booklet, generating interest and curiosity among the attendees, pleasantly surprised

THE BOOKLET

The concept of the LA FAMIGLIA IN MOTO booklet was to make it both child-friendly and parent-friendly: in fact it is divided into two parts: the first part includes cartoons and stories to introduce the child to safety issues, whilst the second part is dedicated to parents, emphasizing that safety standards must never fall below 100%. The latter part includes contributions from the well-known sports medicine doctor Claudio Costa from the Clinica Mobile, the psychologist Emanuela Iacchia, the lawyer Federico Alfredo Bianchi of the European Association of Road Traffic Victims, the Italian Finance Police officer Filippo Aragona, distinguished for outstanding acts of bravery in serious road accidents and, in addition to Giovanna, the journalists Roberto Ronchi, Ugo Passerini and Roberto Motta.



Quando sono alla guida della moto, a volte gli adulti si comportano come bambini. Allora mi chiedo: "Ma loro andrebbero in moto se alla guida ci fosse un bambino?"



Quando alla guida il papà è troppo aggressivo o la mamma è troppo distratta io faccio finta di essere calmo perché non voglio offenderli. Ma preferirei andare a scuola a piedi.



Sulla strada ci sono mille insidie e la moto ha solo due ruote e neanche la carrozzeria che ci protegge. Ma con un po' di attenzione e l'abbigliamento adatto sono tranquillo...



Giovanna Guiso showcases the GIVI S650 BABY RIDE. During the press conference.



by the fact that someone is catering to these needs, which are often ignored.

In the introduction of the conference, the researcher drew attention to the alarming ISTAT figures: "In Italy, every year 130-150 children die in road accidents and 11,000 aged between 0 and 14 are injured", in addition "deaths caused by road accidents represent approximately 15% of the total number of deaths of those under 13 years of age" (ISS statistics).

These figures represent a clear picture of a genuine problem, in fact, although acknowledging that fatalities occur, in the majority of cases it is painfully evident that deaths and injuries are caused by the inadequate transport of minors (without seatbelts in cars and lacking protection on motorcycles/scooters).

In reply to the question raised by Ugo Passerini, the deputy manager of the magazine "IN MOTO", if so much recklessness were due to the parents wishing to demonstrate their skills on two wheels, Professor Emanuela Iacchia (psychologist) replied, that it is more likely that the underlying reason of certain behaviour is hastiness, in addition to the scarce awareness of the possible outcomes. When riding a motorcycle, it's a common belief or "magical thinking", that certain events only happen to others, those who are less capable or more absent minded.

Just as Roberto Rasia, journalist and television presenter attending the event, reminds us; "Anything can happen in a mile", yet this is regularly overlooked.

In these insecure cities, which are certainly not magical, everyone should be reminded that safety is not an optional, but is a necessity for ourselves and a duty towards our children. This is the reason why the booklet, sponsored by numerous authorities (Ministry of Youth Affairs, Ministry of Infrastructures and Transport, Ministry of Internal Affairs, Ministry of Labour and Social Policies, Italian State Police, Milan Regional Authority, District 9 Borough Council of Milan, Milan Municipal Police, Italian Motorcycling Federation and the Milan Foundation of Parishes) who acknowledge the value, originality and above all the usefulness, will now be distributed to the 3rd, 4th and 5th classes in primary schools, beginning with District 9. The hope is that this initiative and above all the distribution of Giovanna's booklet will occur nationwide. Those who are interested in contacting her for further details, to ask for the booklet or who want to support her, can write to our MAGAZINE. We, at GIVI, will do our part.

GIVI®

info@givi.co.uk www.givi.co.uk

**55 LITRES. THE MAXIMUM CAPACITY ON THE MARKET.
CONCEIVED AND COSTRUCTED LIKE NO OTHER CASE IN THE WORLD.**

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News 2010
Smoked reflectors
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THE ITALIAN SIGN OF MOTODESIGN



A revolution on 3 wheels: the reasons for success in France



For some years now, in France, holders of a car driving licence can purchase and drive a 125 cc (scooter or motorcycle) without needing a motorcycling license. In this manner, the annual sales figures of the French market have, on various occasions, exceeded, 100,000 vehicles. However, in this panorama, a vehicle has beaten all sales records: the Piaggio MP3!

Gerard, the Parisian MP3 commuter we interviewed.

When the first MP3s were launched, these quirky three-wheeled vehicles attracted a great amount of curiosity. Now, this new type of vehicle has rapidly invaded the roads and is routinely found queuing at the traffic lights, especially in Paris. The explanation is simple. With two front wheels, the MP3 makes motorists feel safer than on a traditional scooter. With no more balancing problems, less fear of cornering, success was guaranteed and in France, almost 10,000 vehicles were sold. But a vehicle, slightly on the heavy side for a relatively small 125 cc engine, didn't seduce all potential buyers ... and another loophole in the legislation of the French Highway Code will aid the rise to fame of the MP3!

What a difference 4 cm makes!

The possibility to drive a 400cc without being obliged to change driving license is the cornerstone of the great success of the MP3 in the LT version and it will derive from an article of the Highway Code! In fact, by widening the axel distance between the front wheels by a couple of centimetres, the MP3 LT is now classified in another category of vehicles: it is no longer a scooter but becomes a three-wheeled vehicle, called a motorized trike!!! So, with a full car driving license, there is no longer a limit to the power; the 250, then the 400, and now the 300 cc versions can all be driven by full car license holders!

So since the launch of the product, there are currently more than 22,000 circulating in France, of which approximately 13,000 are MP3 400 LT.

In Paris, and in all the major French cities, many businessmen purchase the LT to resolve traffic jam problems and to be able to drive in total freedom without having to take another driving test.

«The benefits of the 400 are enormous, first I had purchased the MP3 125, but I was afraid to use the motorway to get to my office - declares Gérard, who works in the Défense district, in the heart of Paris - with the 400, the greater power and the top speeds make me feel more secure. I can travel farther, easily use the motorway. It retains the safety features of the three-wheeled system and I don't need to obtain a motorcyclist's license and still have a car license, and in any case, if I had been forced to take another driving test, I wouldn't have had the time. In this case the MP3 gives me more freedom and safety without legislative limitations». In this manner, he can commute to a meeting at the Eiffel Tower, in his business suit, without wasting time.

Therefore, this new commuter customer arises from a dual interpretation of the French Highway Code: the equivalence of a full car driving license to a motorcyclist's license to ride a 125 cc, then the change of category of the vehicle! By means of this faculty, new purchasers are attracted by this vehicular concept to resolve traffic issues which are progressively worsening. For this type of consumer, for example, the trolley type top case is perfectly suited to their daily use.

However, this customer modification risks being stopped in its tracks, because the French government, worried by the number of vehicles in circulation, wants to make a 7 hour training course obligatory for all new purchasers.

But before this occurs, the saga of the MP3 has seen the birth of a new type of vehicle and user!!

OUR ACCESSORIES



As the first photo shows, for the Piaggio MP3, GIVI can supply a rather interesting accessory kit. The photo to the right illustrates the Silver T472 soft bag. It can be placed in the tunnel of the vehicle, has an internal capacity of 18 litres. It has a waterproof zipper and a handy shoulder strap.



To the right the GIVI TB106 backrest. An accessory in polyurethane foam which adds greater riding comfort for the pillion passenger who thus has a lumbar region support. Seriously consider this purchase if you own a 2006-2008 MP3 (on current models it's already standard).



The GIVI SR134 kit is ideal for mounting one of its Monokey or Monolock top cases as it allows access to the rear trunk compartment of the MP3. In fact, the SR134 is foldable: a mechanism with side hinges means it is easily lifted up.



A valid alternative to the standard windscreen is called Airflow AF504, which in a matter of seconds can be adjusted to the height of the rider or the weather conditions, by means of a vertical slider (which extends up to 12 cm).



Born in the U.S.A.

Our best picks for a piece of the legendary American Pie. For the guys and the gals, a selection of products inspired by the stars and stripes.



Wanna be a cowboy/1

The Woolrich Ranch Coat, celebrating the 180th anniversary of the brand, is a re-edition of the original buffalo plaid wool and shearling coat used by cowboys. The collar is made of authentic high quality Italian ram and the sleeves have protective applications of Ramar cloth; the traditional Woolrich textile. The detailed finishings including real horn buttons and internal padding make this garment practical and trendy at the same time. **Retail price 795 euro.**

Wanna be a cowboy/2
Jeans are timeless and indestructible, the true emblem of the American Style. Here are the classic Levi's 501, in the Customized Red Tab version. For the gals, a Floaty Tunic; a trendy reworking in cotton, of the classic flannel check shirt. Levi's 501 Customized Red Tab. **Retail price 119 euro.**
Floaty Tunic Check Levi's Red Tab Woman Collection, **Retail price 89 euro.**



Aviator style/1

A style and design icon, a model marking the birth of a timeless legend: Ray-Ban Aviator represents all this since its original launch in 1937. Developed to meet the needs of USA Air Force fighter pilots, these sunglasses are essential accessories in unisex fashion. As the name Ray-Ban implies, they ensure maximum protection against the sun – but are also unmistakably stylish eyewear. **Retail price 184 euro.**



Aviator style/2

For protection against the cold, after removing your helmet, this fur-lined, brown wool chapka will keep you cosy and warm. It is part of the MCS Marlboro Classics collection for autumn/winter 2010.

Retail price approximately 70 euro.



Star and Stripes/1

The GIVI demi-jet X.05 is no ordinary city-slicker helmet. Behind the simplicity of its lines, there is a sophisticated project which allows the owner infinite personalization, using nape inserts and interchangeable covers, available from the GIVI catalogue. An example is the polycarbonate nape insert Z1865LRFLAGUSA which features the United States flag. The X.05 features a perforated fabric lining and a slightly smoky sun visor which may be removed without tools. The helmet weighs just short of a kilo.

Retail price of the X.05 with FLAGUSA nape insert: 96 euro



Stars and stripes/2

For the technology dudes: iCool, an indestructible, scratch resistant, elastic and warp proof skin, to protect your iPhone iPod... iCool with style..

Retail price 18 euro,

Purchase on the site www.icool.it



Stars and Stripes/3

The patriotic Converse All Stars sneakers, proudly bearing the All American Stars and Stripes on a canvas upper.

Retail price 65 euro.

AT YOUR SERVICE!

Let's discover the face behind the voices of the service that all GIVI clients highly appreciate. Antonietta Binetti and Gianluigi Cristiano, have a rare passion in common: listening.



"Good morning, this is GIVI, Antonella speaking". At 9.30 in the morning, the telephone of Antonietta Binetti, in charge of the Italian Customer Care office, is already red hot.

So is the telephone of Gigi, Gianluigi Cristiano, sitting on the other side of the desk, as it rings incessantly.

The task of the duo is to resolve the problems of each dealer and numerous Givi customers, on the Italian territory, who want a "human" reply: regarding the new features of a product, the operation of a mechanism, or regarding orders.

Then there are those who prefer to use the website and send an e-mail request.

Last but not least, they are in charge of "order entry" in the order management system.

Stressed out?

"No! On the contrary!" they exclaim. *"We are the one-to-one contact of the company with the outside world and our greatest satisfaction is managing to give everyone an answer, to transmit trust. For us it's a mission and a passion, as well as being a job. Each request must be answered. We don't make a distinction between 'big and small' clients. One order per year is just as important as a thousand. Everyone must perceive GIVI as a company close to home".*

We are at the company headquarters, in Flero near Brescia. Their desks are situated in the ample open space on the first floor.

He is beefy, she is blonde. He is married with a young daughter, she is the 'acquired' auntie of the child, "because after having worked together for so many years – they happily declare – we and our families have become friends. During the workday we help each other, so then it's natural that we want to see each outside work. This also helps us to understand each other at work".

At last year's company meeting, the GIVI customers dedicated the longest applause to them.

At the memory, they smile, slightly embarrassed. "We are grateful – they comment – but for us it's normal to listen to people, and make sure no-one is unhappy."

In fact, in marketing-speak, their job is called 'customer satisfaction'. Companies often invest heavily in this service, but it is clear that personal motivation cannot be learned. It's an inbred art.

What do the dealers ask?

"The subjects vary over a 360 degree range, from information about an article, to its stock availability, up to shipping and delivery. The technical characteristics of the product are provided by us or the technical office, if they ask them. In turn, we need the assistance of the other GIVI offices, for those matters that we don't know. And inside the company, we have a great relationship with everybody. Or sometimes, if necessary we direct the dealer or the customer to the website, where the catalogue and the dealer map are available".

How long have you been working for GIVI?

"She has been working here for 15 years – replies Gigi – and me 10. My professional career began in GIVI, in this very office. I learnt everything from Antonietta".

Can you troubleshoot all problems in one day?

"They compile a "template" on the website and then in high season when everyone gets their bike out and we sell more, we reply within maximum two days. The time necessary to retrieve information from other offices, or to call the local agent or dealer, if necessary. In other quieter seasons, we reply the same day".

How is 'order entry' carried out?

"We receive orders through three different channels on the in-

Good morning. This is GIVI, Gianluigi speaking"



"Good morning. This is GIVI, Antonietta speaking"

ternet. The dealer or agent can transmit the order through the reserved area on the website; we elaborate the request and make data entry in our IT system. Then other staff transforms the purchase order into a shipping order. At this point the items are invoiced and shipped. In high season we manage over 250 orders per day, in low season around 90 to 100, mainly restocking orders.

Then there are sales campaigns for accessories and helmets and the orders are for higher quantities because the dealers want to take advantage of the lower prices. The big orders may have multiple delivery dates".

What's the most unusual request ever?

"A private customer wanted a top case matching the colour of his scooter which was a rare model. Or maybe the client who wanted a windscreen, made to measure for his height."

So what did you do?

"We examined the request! We always try not to take anything for granted and to offer everyone an answer, even if it's a negative reply".

Who calls the most; men or women?

"Men. - answers Antonietta - They are well-mannered, but at the beginning; I had difficulty getting accepted by male callers. As soon as they heard a female voice, they asked to be put through to a technician. Fifteen years ago the motorcycle sector was mainly masculine."

Are you an expert motorcyclist?

"No!, and neither is Gigi, maybe that's the reason we don't take anything for granted".

Gigi: "When I got this job, I really wasn't interested in motorbikes, instead today I always watch the world championship".

Antonietta: "And when in women's magazines, I see articles about motorcycle accessories, I read them through to try to

understand what people think of a sector like ours".

And what do you think?

Antonietta: "Well, I have my own idea of the motorcyclist. There's the person who wants a particular accessory, the finicky guy who always has to have the latest edition, the one searching for a simple and functional way of carrying a helmet or a jacket or a computer. Generally, there are people who know what they are looking for and you know they have done their research.

This is where specific and targeted requests arise".

For example?

Antonietta: "They ask advice about clothing, gloves, bike stands, etc. Sometimes they even ask about competitor's products or articles that GIVI does not manufacture".

So what do you do?

"We send them to our shops where they can find what they are looking for. We want them to be satisfied that someone has listened to them".

Gigi: "The out of the ordinary requests are those that we like most because we have to search and investigate... Once a client wanted to cover his cases in leather by himself, so he asked what leather we used. The motorcyclist has a wide array of specific questions. And we try to answer them. And we're happy enough with his 'thanks!'".

Antonietta: "I'm curious, I 'comb through' all the catalogues, the technical sheets, I want to understand all the details".

Gigi: "Those who think our job is routine are mistaken. We help those who purchase or intend to purchase, we are the identity card of the company. We create a close relationship with the client. They phone for confirmation of the price, even if they're holding the price list, they want to hear it from our lips. They call to ask: is it really true. Because they trust GIVI".





GIVI DAY: A SUCCESS!

A full calendar which has allowed many customers, from all over Italy, to meet the GIVI technical staff. A travelling tour which will report back to duty in the spring. Watch out for the dates on our site, in the NEWS area.



A group photo in front of the MOTO CHARLIE store in Trieste.

Thanks to the kind hospitality of dealers, the GIVI DAY is a means of pulling the brand and the end users closer together, through the experience of the technical staff, who, on these occasions, give practical advice, teach the accessory installation procedures, offer spare parts, suggest suitable purchases, and so on.

This is an important after-sales service, which enables the dealer to have qualified GIVI personnel available in the store, for a whole day. These technicians are called: Antonio Rizzini and Alessandro Bonfardini. These two are highly skilled and can always find a solution to the problem. Anyone seeking further information on a new GIVI product, or requiring assistance shouldn't miss the GIVI DAY. As already mentioned, the "2011 tour" will start next spring and the dates will be published on the GIVI website.



In Milan, the GIVI DAY was held at UNION BIKE.

PRODUCT VIDEOS ON THE GIVI WEBSITE

Footage to explain the correct use of products. Here are the first.

The task of presenting the large GIVI collection on the web, has, until now, been carried out by texts and illustrations. To support this activity, a few months ago, videos were released. The first series, deliberately designed with a propaedeutic slant, show in great detail, the installation and/or features of particularly complex products, such as the new TANKLOCK anchoring mechanism, the X Modular flip-open helmet, the AIRFLOW windscreen with adjustable spoiler and again the X.05 demi-jet helmet, which may be personalized using interchangeable nape inserts. The launch of videos on the site, strongly

encouraged by Hendrika Visenzi (Vice-President and in charge of GIVI's Italian Sales Department and of the Communication & Marketing Office), has won the approval of the users. Well executed, in Italian and English, impeccable quality and clearly presented, they will be added to during the next year. Follow the link to see them:

www.youtube.com/watch_popup?v=IwbUI2u8DOI&rel=0&showsearch=0&loop=1
www.givi.it/Communication-it/News-it/VIDEO-AIRFLOW
<http://xplus.givi.it/>
www.youtube.com/watch_popup?v=i4NmGmj_yCo&hl&rel=0&showsearch=0&loop=1
www.youtube.com/watch_popup?v=KeDMtuNgfFI&rel=0&showsearch=0&loop=1

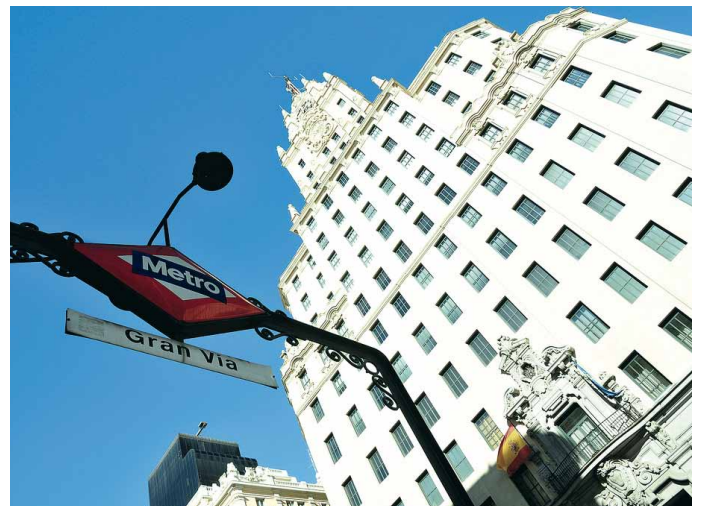


Three freeze-frames extracted from the videos dedicated to the AIRFLOW windscreen, the TANKLOCK system and the X Modular helmet.



1

2



From Madrid to heaven

The popular saying “from Madrid to heaven” was probably coined in the XVII century and has since been used on various occasions to promote the Spanish city. Just as in 1992, when Madrid was chosen as “the European Capital of Culture”.

Just imagine that in 2009, Madrid warmly welcomed a total of 7.19 million tourists, making it the most visited city in Spain.

This capital is less monumental than some of its European cousins, but it is brimming with enchanted spots for those curious enough to venture beyond the beaten track. Its old commercial streets, the squares, the numerous taverns, the museums, the multicultural melting pot, the cheerful party atmosphere... these are all aspects that contribute to its appeal.

Madrid has always been open to tourism and there is no ideal season for visiting. In fact, the city proudly boasts its all year round liveliness. In other words, there's always something important to see.

Concentrating on motorcyclists however, the best periods are the spring and early summer, when the temperature is perfect for riding all day, to then enjoy the long evenings absorbing its culture, beneath the starry vault of heaven.

MADRID ON “TWO WHEELS”

The capital has an extensive public transport network comprising the underground and buses which cover the entire metropolitan area, serving the whole community. In this article however, we propose a visit on a motorcycle or maxiscooter. As in all main European cities, Madrid is also

home to hundreds of thousands of motorcycles which travel its roads all year round. Although the rush hour traffic is rather congested, during the rest of the day circulation is not chaotic.

Travelling is easy if you keep a small map handy and memorize the main roads, for example the PASEO DE LA CASTELLANA, which crosses the city from north to south, intersecting hundreds of other minor streets which run from east to west.

In greater detail, we propose a weekend in Madrid, on board a scooter, as we believe this vehicle is comfortable and can accommodate bags and crash helmets under the seat. For this occasion we have equipped a Suzuki Burgman 200 with a good sized E370 top case and a D268 ST windshield, both manufactured by GIVI

LET'S GET ROLLING

A weekend is enough to do the main sightseeing. If you add a couple of days, some more “ingredients” can be mixed in and perhaps a couple of quick day trips.

Departure is from the main artery; Paseo de la Castellana which we mentioned earlier, using this as the base camp to create the itinerary which interests you the most. This area of the city is the convergence point of the main arteries; Alcalá, Gran Vía, and the Paseo de España; dominated by

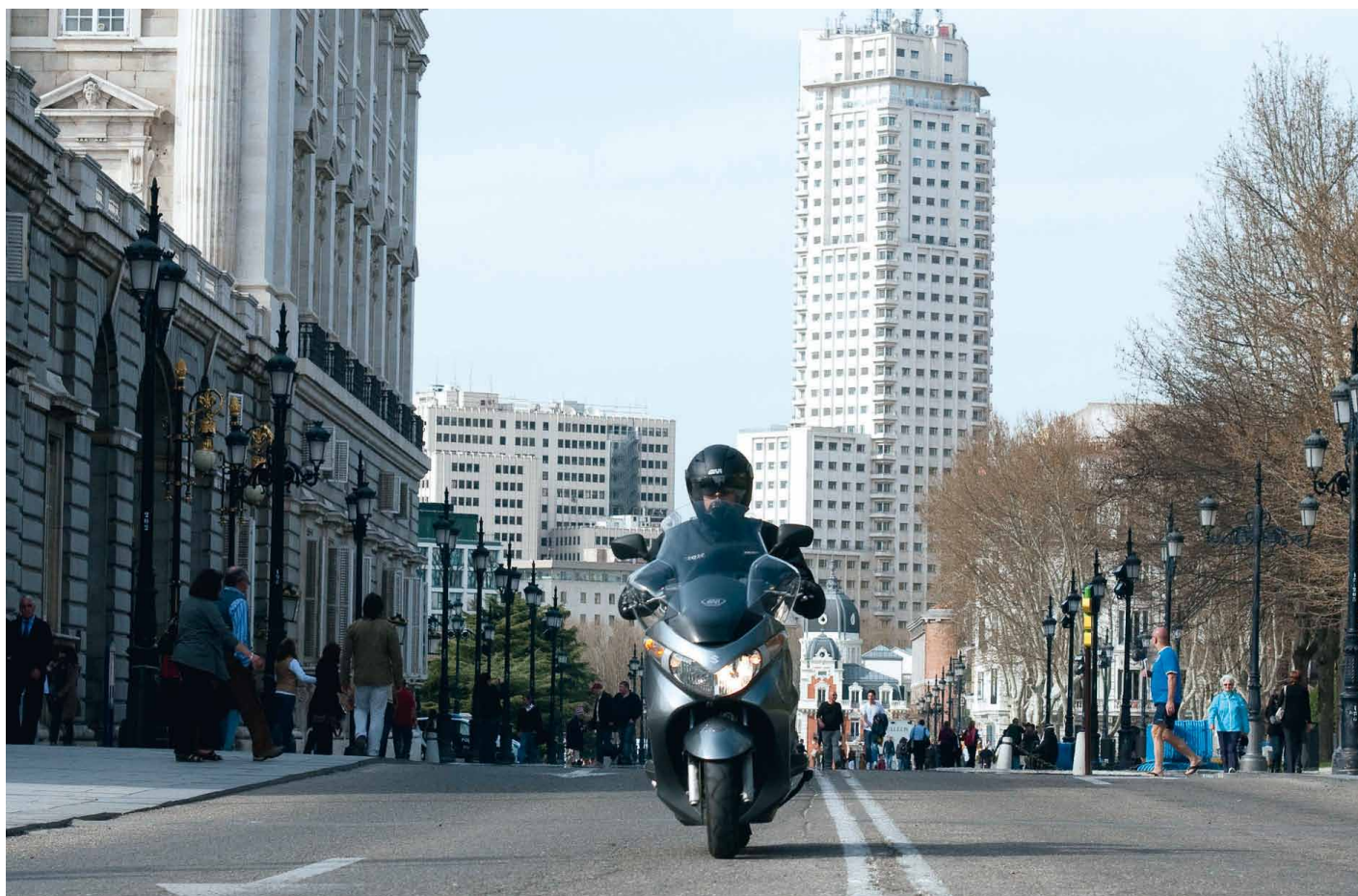


1) Palacio de Oriente (also known as the Royal Palace) in Plaza de Armas (photo by Alreza) 2) Gran Vía, one of the main shopping arteries of Madrid (photo by Oscar Megia) 3) The monumental Palacio de Comunicaciones in plaza de Cibeles (photo by M.Peinado) 4) A view of the Buen Retiro Park (photo by Ferdis).

3

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Without doubt, the wide boulevards of Madrid make it a city made to measure for "two wheels". We visited it riding a Burgman 200 scooter equipped with GIVI accessories. The traffic is chaotic only during rush hour. During the rest of the day, travelling from one side of the city to another is pleasant and quick.

the Buenavista Palace, the Linares Palace and the spectacular Palacio De Comunicaciones (inaugurated in 1919), once the headquarters of the postal service.

A good starting point is the most famous fountain in Madrid, where Cibeles is sitting in a chariot pulled by two lions, which is in Plaza de Cibeles. Arriving from the north along Paseo de la Castellana you must turn left to take Calle de Alcalá towards Puerta del Sol and then turn to the north when you see signs for the Plaza de Cibeles. Upon arri-

val, park your scooter as this is a pedestrian zone. The fountain in the centre of the square is overlooked by the old Royal Mail House, now the headquarters of the Community of Madrid, with the statue of the bear and eating fruits from the strawberry tree, the symbol of the city.

From here in five minutes by foot you can reach Los Astrias, the Habsburg architectural complex to enter to majestic rectangular Plaza Mayor, which is completely enclosed by

The movida in Madrid: shows, live music, good food and "motor pubs"

Musicals: The central Gran Vía hosts the best theatres and cinemas of the capital. We suggest: Chicago - Coliseum Theatre - Plaza de España. Phone 91 547 66 12 - Web: www.stage.es/40. - El Musical Teatro Rialto Movistar. - Gran Vía, 54. Phone 91 541 91 66 - Web: www.grupodrive.com/ Festival di música Rock in Rio - a festival that for the third year running fills Madrid with tourists from the 4th to the 14th of June to enjoy the music of the best bands, such as Metallica, Bon Jovi, Rihanna, Cypress Hill, Amy MacDonald and Shakira, and a marquee with the best DJs. Ciudad del Rock de Arganda del Rey - Ctra. A-3, exit Arganda del Rey s/n - Web: www.rockinriomadrid.es. Motorcycle chit-chat: The range of pubs and restaurants which are biker's haunts is not particularly wide,

although there are alternatives. Here is where the bikers hangout at the weekend:

Al tun tun - Hermanos García Noblejas, 11, - Phone: 917420462

Hot Destiny Bar - Avda. de Viñuelas, 17 (Tres Cantos) - Phone: 663 980 659 - web: www.hogdestiny.com - por cien - C/ Santísima Trinidad 30 - Phone: 616 52 35 31 - web: www.interocio.es/cienporcien/

Pop & Roll - C/ Santa Hortensia, 60 - Phone: 91 415 20 25 - web: www.popandroll.es/

Live music: Live music can be found all over the city. At the weekend any genre of music is played. Here are some suggestions:

Sala Sol - C/ Jardines 3 - Phone 91 532 64 90 - www.elsolmad.com

Café Libertad 8 - C/ Libertad 8 - Phone: 91

532 11 50 - www.libertad8cafe.es/ Sala Clamores - C/ Albuquerque Phone: 14 - 91 445 79 38 - www.salaclamores.com/ Bar & Co - C/ Barco 34 - Phone: 91 521 24 47 - www.barcobar.com/ Honky Tonk - Covarrubias, 24 - Phone: 91 445 61 91 - www.clubhonky.com/





No-stress parking in Madrid. It's easy to find parking for scooters and motorcycles and it's free of charge. Parking is permitted on pavements providing that it is not a hindrance to pedestrians.

a colonnade. At the weekend the square is crowded with people lured by the bars and restaurants, and by artists who gather to sell their works of art.

We return to our vehicle, and take the Gran Vía, the most famous artery of the city, bustling with shops and bars, which has just celebrated its centenary. The Gran Vía is an impressive boulevard lined on both sides by early century Spanish architecture. To drive along it on a scooter or mo-

torcycle is breathtaking, but better still is to dismount and take a stroll, maybe in the evening, to soak in the atmosphere, the bright lights, the entertainment together with the trendy shops, the cinemas, theatres, the restaurants, etc.

At this point we would advise a change of scenery, heading towards maybe a lesser known but more calm location in the open air: the Palacio Real, surrounded by the Plaza

Throttling out of the capital

Madrid is not only the most visited city in Spain, but within a radius of 100/150 km offers an unbeatable cultural, artistic and gastronomic diversity. Therefore, if you have some extra days, it's worth taking a brief daytrip.

TRIPS FROM MADRID:

ÁVILA - 113 km. www.avilaturismo.com
 Centro de Recepción de Visitantes: Avda. de Madrid, 39 (Ávila) Tel. 920 22 59 69. Ávila is the capital of the highest province in Spain. It's a medieval city which has been declared a World Heritage site. The XI century city walls enclose history, art and modernity.

Not to be missed: Palacio de Polentinos; Palacio de los Dávila; Catedral de Ávila; Basílica de San Vicente;

SEGOVIA - 98 km. www.turismode-segovia.com. Centro de Recepción de Visitantes - Dirección: Azoguejo 1 (Segovia) - Tel. 921 46 67 21
 This is a noble Castilian city. Segovia also has a famous aqueduct, built during the reign of Trajano, which supplies water to the city. The ancient city is still protected by walls with 86 turrets which date to the XI e XII centuries and enclose many monumental buildings. Among these; the architectural jewel of the city; Alcazar (the castle) and the magnificent Cathedral built during the reign of Charles V.

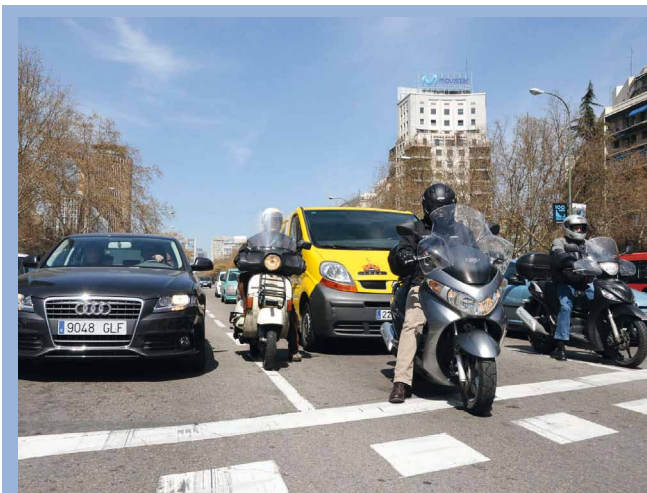
A must-see: Roman Aqueduct; Plaza de San Martín
ALCALÁ DE HENARES - 33 km www.turismoalcala.com
 Punto de información: Plaza de

los Santos Niños, s/n. (Alcalá de Henares) - Tel. 91 881 06 34.
 Declared a World Heritage site by UNESCO, this is one of the cradles of culture, as the author of Don Quijote de la Mancha, Miguel de Cervantes was born and bred here. The major landmark and pride of the city is its historical university, an architectural masterpiece.
Not to be missed: Colegio de San Ildefonso; El Corral de Comedias; Universidad
TOLEDO - 89 km www.toledoturismo.com. Patronato Municipal de Turismo - Plaza del Consistorio, 1 (Toledo) tel. 925 254 030
 Toledo has also been declared a World Heritage Site by UNESCO. The city is perched on a rocky outcrop almost completely encircled by the Tajo River. It is

unique as in the past it was home to three monotheistic religions (Islam, Judaism and Christianity) inheriting architecture and culture from each.

Must-sees: Catedral; Centro histórico; Alcázar; Ruta de los Cigarrales

SALAMANCA - 214 km www.salamanca.es
 Punto de información: Plaza Mayor nº 32, Casa de Postas (Salamanca) - tel. 902 30 2002
 Salamanca is a real university city, renowned the world over for the enormous number of students and the artistic beauty of the architectural styles: Romanesque, Gothic, Plateresque and Baroque. Not to be missed: Plaza Mayor; Catedral vieja; Patio de las Escuelas



Driving on the streets of Madrid

Rail, bus e taxi: to avoid traffic congestion, the main roads in Madrid have restricted lanes for buses and taxis, where motorcyclists can also circulate. Be careful at crossroads.

Speed limit: 50 km/h, except on some main arteries where the speed limit can be between 80 and 90 km/h.

Parking: motorcycles can be parked on pavements free of charge and without being fined. However, you must not block the passage for pedestrians nor conceal any road signs. The city also provides specific motorcycle parking, appropriately signposted and free of charge.

Traffic lights: some have a special area where two wheeled vehicles can wait for the green light. This space is delineated by a stop line and the icon of a motorcycle.

Your GIVI dealer in Madrid: Road Racing Motos - C/ Vandergoten, 8 - 28014 - Tel. 915 523 644.

de Oriente and the Campo del Moro. This is a compulsory stopping point if you visit Madrid. The view from this point in the city gives a decent idea of its extension.

ROLLING TO ROWING: THE BUEN RETIRO PARK

Madrid has three large green lungs which are the Buen Retiro Park, Casa de Campo, and Monte de El Pardo. The first is the most central, extending over 130 hectares and is a favourite haunt of Madrilenians who want to spend their free time playing sport, taking a boat ride or just sunbathing on the lawns. If you wish to combine nature with art, then you may visit the Palacio de Cristal, inside the park, venue of visiting exhibitions of contemporary artists. The entrance to the Buen Retiro Park is through the Puerta de Acalà, another important monument of Madrid which has a truly special nocturnal illumination.

Madrid lives and breathes sport. The capital has four football teams although the most renowned are Real Madrid and l'Atletico de Madrid. Ryo Vallecana and Getafe football clubs complete the line-up and for the weekend visitor, viewing a match at the stadium is a unique experience, especially if you are a football fan. An alternative would be to tour the famous football stadiums by scooter: the Santiago Bernabeu stadium in the northern part of the city or the Paseo de la Castellana or the Vicente Calderon stadium in Piràmides.

If you are a racing enthusiast and are visiting Madrid on

two wheels, can you miss visiting the Angel Nieto Museum? Certainly not!

The legendary pilot was born in this city and dedicated many of his victories to his home town. Madrid paid back the favour by opening a small museum in his honour, where many interesting "mementos" are on display together with the motorcycles which Nieto raced. The address is: Av. Del Planetario 4 (tel. 91 468 02 24).

SHOPPING FRENZY

The Spanish capital has many enticing areas for shopaholics such as Serrano, Princesa, or Gran Via. For those who like something slightly more alternative and curious, in other words, for those who like authenticity, we suggest a trip to the typically Madrilenian flea market which is named Rastro. It takes place each Sunday on and national holidays in the streets around the Calle Ribera de Curtidores. Here, you won't find the latest fashion garment, but second hand objects, antiques, collectors' items for all tastes, bric-a-brac, etc.

If you still have some spare time you could do one of the most popular national sports.. "el tapeo": a pre-dinner "bar" crawl along one of the streets full of typical bars in the La Latina district, keeping Plaza de la Paja as the epicentre and circling round Calle Segovia, Cava Baja and Cava Alta. Be careful not to exaggerate. Remember that your vehicle has only got two wheels!



Two shots of the museum dedicated to the legendary pilot Angel Nieto. The museum can be found in: Avenida del Planetario 4 (tel. 91 468 02 24).



2010 NEWS

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THE ITALIAN SIGN OF MOTODESIGN



“This is how I travelled alone on my BMW R100GS for 23 months”

Miriam Orlandi set out in October 2008 and returned home on the 11th of September 2010, after crossing the Americas. GIVI equipped her with a helmet and luggage accessories

Munich: “I leave in the morning, early as usual ... nice and easy.

I fill the tank up with petrol, check the tyre pressure, and then drive slowly and carefully: many are the motorcyclists who have had an accident on the home run. Look out, be careful Miriam”.

This is how the diary starts on the last day of the long journey of Miriam Orlandi, aged 39, the young osteopath and physiotherapist from Brescia, who, in 23 months, motorcycled half-way round the globe: Argentina, Uruguay, Brazil, Chile, Bolivia, Peru, Ecuador, Colombia, Panama, Costa Rica, Nicaragua, Honduras, El Salvador, Guatemala, Mexico, the United States, Canada and Alaska.

She set out on the 11th of October in 2008, returned home on the 11th of September 2010, including a final tour of Germany. A total of 51.800 kilometres, which is all documented on her web site and blog <http://www.ioparto.eu/>, which records an average of 300 visitors per day.

Miriam's adventure was far-reaching and delightful, and co-starred GIVI.

In fact, the motorcyclist says: “I ride a BMW R100GS, with a

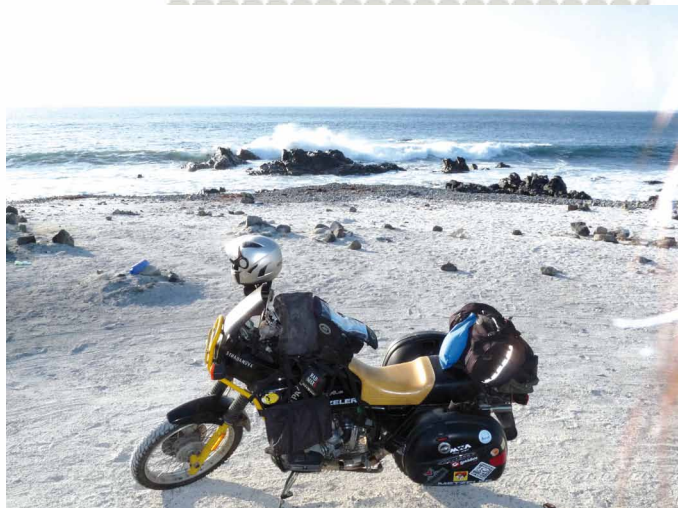
1000c.c. engine and it weighs 250kg. The complications of carrying my belongings on a vehicle of this type, across the Americas, for no less than 23 months, could have been arduous, instead they were alleviated by the accessories supplied by GIVI: the E41 KEYLESS hard panniers, the soft tank bag, a tail pack and the helmet.

The E41s are intelligently equipped with top access panels, which I was able to use as a sort of “tramps” wardrobe whilst camping. When I was parked, I used them like drawers to get to things easily. The soft tank bag doubled as my rucksack for hiking on foot. A textile tail pack was my kitchen, allowing me to safely carry my camping stove. Last but not least, the X01 helmet allowed me to drive eight hours non-stop without fastidious rubbing and without glasses, as this model has an integrated sun visor.”

Sometimes the holiday or journey is pleasant, but the memory may be marred by certain niggling annoyances. Instead, in Miriam's case, her memory book is filled with positive moments.

“The theme of my journey was solidarity – the motorcyclist is eager to explain – not only from the viewpoint of my profes-

september 2010



Miriam completed an almost 60,000 km solo motorcycle journey on her BMW, crossing two dozen nations from South to North America, coping with various predicaments along the way. For further information, visit her website: www.ioparto.eu

october 2008

sion as an osteopath, which I offered in exchange for meals and lodging, thus diffusing the concept that everyone has a right to healthcare, but also because of the hospitality received in the places where unexpected breakdowns forced me to stop. In this manner, I was able to absorb the various local cultures, which was an incredible personal experience. It was a journey that should have lasted 10 months, but that kept me away from Italy for 23 months!"

This is an extraordinary story even for a lady, like Miriam, who

is used to travelling alone. Who says: "In fact, you are only truly alone, when you are travelling between destinations, because in each location, you always find a smiling face and more often than not a budding friendship". Her return home was marked by celebrations in her home town and on the blog. And what are your thoughts on your return to normality? "Heartfelt gratitude to GIVI for making my journey more comfortable and for the wonderful experience I can now describe".

I don't know what to wear!

This is the customary phrase of almost every woman when faced with an unusual appointment. How did Miriam resolve her wardrobe dilemma, considering that she left Brescia and crossed different latitudes, climates and customs to arrive, practically two years later, at the Arctic Circle? Well, with less than what the average Italian woman packs for a weekend on the beach. However, all items of clothing were absolutely technical: "Two pairs of motorcycle trousers- for summer and winter- a pair of lightweight trekking trousers, a pair of waterproof shower sandals, motorcycle boots, sports underwear and thermal t-shirts which fast dry in 3 hours (2 for summer and 2 for winter), a layered motorcycle jacket for cold and hot weather, a waterproof rain suit". Not even one dress? "In Argentina, one of my friends, a 74 year old lady, told me that every woman must have at least one dress, so she gave me a black sheath dress. So then I had to buy a pair of silvery sandals." And did you find a boyfriend? "Err no, it seems that they can't keep my pace, or maybe they were all in the opposite hemisphere!"

SEND THE PHOTOS OF YOUR JOURNEYS WITH GIVI AS A COMPANION TO THE E-MAIL ADDRESS info.magazine@givi.it, THE MOST ORIGINAL AND CURIOUS WILL BE PUBLISHED



1



2



3



4



5



6



7



8



ICELAND

Every motorcyclist's dream destination; Iceland, an island only 200 km away from Greenland. The least populated European country (totalling less than 350,000 inhabitants) which has unique landscapes, volcanoes, rivers flowing towards the sea through mountains and glaciers, majestic waterfalls and geothermal activity. Internal roads and trails mean that even the remotest parts of the island can be visited.

Photo by: Fabrizio

GIVI accessories: E52 Top Case and E41 Panniers

ARCTIC CIRCLE

This photograph was taken in Norway, inside the Arctic Circle. The most northern regions host the phenomena called the Midnight Sun (it lies on the horizon never really setting) and the Northern Lights or aurora borealis (in winter). Another favourite destination, together with North Cape, of the mature motor-tourist.

Photo by: Maurizio

GIVI accessories: E52 Top Case

SWITZERLAND

The photograph was taken in the pleasant city of Neuchâtel. Built in pale ochre stone and situated on the shores of its own lake; it extends to the Jura range. Its mediaeval historical centre is lively and an open invitation to dismount from your bike and stroll around its small alleyways.

Photo by: Lenny

GIVI accessories: E41 Panniers

SYRIA

On the road which crosses the Syrian desert: a succession of grassland plains and dunes in the North Arabian Peninsula. You encounter many interesting oases on your route, including the capital, Damascus which rises in an oasis. A must-see is Palmira, also named the "bride of the desert", a city full of archaeological artefacts.

Photo by: Gian Mario

GIVI accessories: E41 Panniers and E52 Top Case

GALICIA

Galicja occupies approximately 5.8 per cent of the Spanish territory. Practically, it is the furthest north-western corner of the country, bordering Portugal and the Atlantic Ocean to the west. This position renders this region particularly interesting from a geographical point of view.

Photo by: Fabrizio

GIVI accessories: E52 Top Case and E41 Panniers

TURKEY

This photograph was taken in Ce me, a Turkish city connected to Italy by ferry and situated directly opposite the Greek island Chios. It acts as one of the entry points to the country which straddles the Eastern and Western Hemispheres. Here, you pass through customs to depart for Anatolia in the south-east to reach the fascinating Nemrut Dagi Mountain.

Photo by: Valter

GIVI accessories: E52 Top Case and E41 Panniers

SPAIN

This photo was taken along the road that connects Madrid to Malaga. This very issue of GIVI MAGAZINE dedicates a motorcycling article to Madrid, which has been the Spanish capital for over 5 centuries. Cosmopolitan Malaga is renowned for its lively nightlife and also because it is the Regional capital of Andalusia.

Photo by: Marcus

GIVI accessories: E360 Side Cases

ITALY

Who's never heard of San Gimignano? The medieval city is perched on a hill, its numerous towers overlooking the Elsa Valley. In summer, it's worth a visit for the numerous historical events, the shows and the concerts which enliven the season. Not forgetting the cuisine and handicrafts. A pearl nestled in the heart of the Tuscan countryside.

Photo by: Maurizio

**GIVI accessories: E52 Top Case and E41 Panniers
TN532 Engine Guard**



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