



FOR IMMEDIATE RELEASE



## Introducing the Moto Guzzi 24/7/365 Roadside Assistance Program

**Woodstock, GA** - In order to better serve its growing number of loyal enthusiasts, Moto Guzzi North America has announced a 24-hour Roadside Assistance Service with the purchase of all new Moto Guzzi motorcycles and as an optional service for existing Guzzi owners. This premium service meets or exceeds the standards set by similar services now familiar on luxury cars and SUVs, and it even includes discounts at major rental car companies and hotels. Emergency roadside assistance is just one more way Moto Guzzi is staying committed to the loyal riders of the Eagle from Mandello del Lario.

The heart of the program is 24-hour toll-free Emergency Roadside Assistance Service available throughout the United States and Canada, 24 hours a day, 365 days a year. The customer simply calls the toll-free number provided and service is dispatched to their location for the road services needed. When the call comes in, the Assistance Coordinator will dispatch the call and then contact the customer to confirm that the call has been dispatched, if the customer is at a reachable return number. The Assistance Coordinator will also provide the name of the service provider that has been sent and provide the estimated time that the service provider will arrive at the vehicle.

When towing is necessary, the customer's disabled vehicle will be towed to the nearest qualified Moto Guzzi dealer whenever possible or to another location requested by the customer.

In addition to towing, the program provides the following services:

- Lock-out Assistance: Assistance will be provided in unlocking motorcycles or motorcycle saddlebags in the event the keys are lost or locked inside the bags.
- Flat Tire Assistance: In the event of a flat tire, repair or towing assistance will be provided as necessary.
- Fuel, Oil, Fluid Delivery Service: An emergency supply of gasoline (where permitted), oil or other fluids will be delivered to any customer in immediate need. The customer must pay for any costs of the actual fluids delivered.
- Extrication Assistance: This service provides assistance with extricating a motorcycle when stuck in a ditch or other inaccessible area, if such location is within 50 yards of a paved road or highway. This service does not cover extrication when riding the covered motorcycle on unpaved roads.

There are even more advantages to the Moto Guzzi Roadside Assistance Program, such as car rental discounts at Avis, Alamo, Budget, Dollar, Enterprise, Hertz, and National. Customers can also receive hotel room discounts at all participating Days Inn, Holiday Inn, Howard Johnsons, Ramada Inn, Comfort, Quality, Sleep, Clarion, EconoLodge, Rodeway, MainState Suites, and Sheraton locations.

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