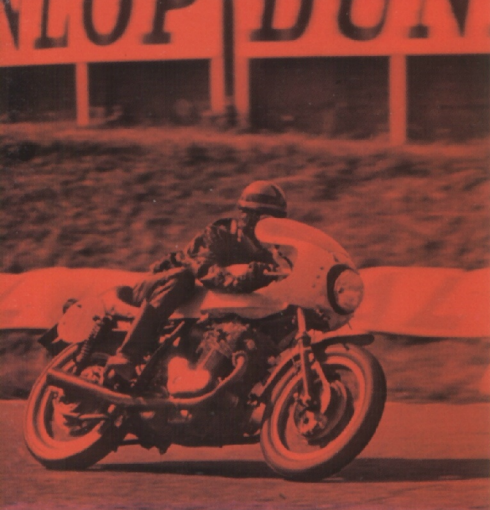




LAVERDA 650, AROUND THE WORLD





Tradition and innovation in Italian motorbikes

In the motorcycling sphere, there are some brand-names that automatically signify far more than the technical finesse and quality they stand for. They are the brand-names that make your heart beat faster. With its tradition, personality and the emotions it has always engendered, Laverda is one of those names.

In this brief historical profile, we will be examining the chief landmarks in the production of motorcycles that, with their outstandingly innovative features and good looks, have brought Laverda worldwide fame. What we cannot describe is the unique bond that has developed between "Laverdists" and their motorcycles in every corner of the globe.

1946, in post-war Italy, was a year of reconstruction and

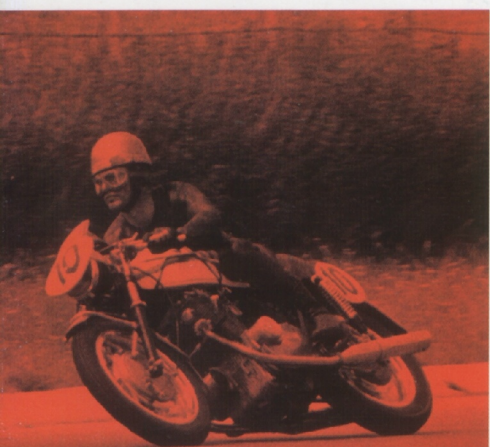
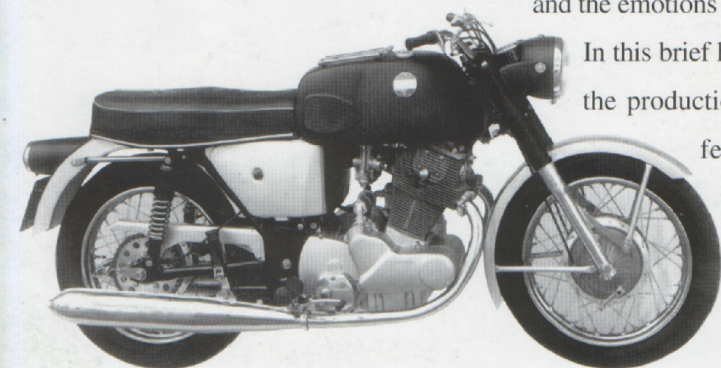
growth. The social complexities of the period were such that a

plentiful supply of low-cost vehicles was needed for workers employed in out-of-town factories that were not served by public transport. A solution was sought by Francesco Laverda, who designed and manufactured highly innovative small-cylinder models. He was a sportsman at heart, and these small models leapt to fame between 1952 and 1957 in long-distance competitions such as the gruelling Milan-Taranto race and the classic Motogiro.

As the years passed, a two-cylinder 200 model was introduced, followed by four-stroke mopeds, two-stroke mopeds with innovative disc brakes, the four-stroke Sport and Trail 125 models and the four-stroke 50 scooter. 1966 was a major turning point, when Laverda turned its attention to high-powered motorcycles.

At the London Motor Show, the prototype of the "650" maxibike was unveiled. It featured a two-cylinder front-gear drive with side-by-side cylinders, single camshaft distribution at the front with chain control, five-ratio gear change, 52 HP/6, 500 rev., 180 Km/hr., electric start.

In 1968, cylinder capacity was increased to 750 cc when Laverda produced a model that the market proved to have been waiting for without even knowing it,



creating a whole new concept of two-wheeled vehicles. The 750, 18,000 copies of which were manufactured, rapidly became a style-setter. As in the golden years of the 1950s, Laverda returned to the racing-track to launch its products.

The 750 was continually updated, and 1971 saw the arrival of a mechanical gem, the remarkable and still highly sought-after SFC version. Designed for endurance tests, this model roared to success in a variety of events, ranging from the classic Bol d'Or to the countless "24-Hour" and "500 Km" races held in the early Seventies.

1972 saw the completion of a major project - the three-cylinder 1000 which, with models like the classic 3 CL, the eyecatching 1200 TS and the sharper-powered JOTA 180 and 120, proved to be enduringly popular. The final versions to be produced using the same propulsion system, the amazing 1000 RGS and RGS C, came out in 1982.



In tune with the mood of the moment, there followed cross-country and road models with various cylinder capacities and later on, another four-speed, eight-valve bicylindrical propulsion system - a real forerunner - which led to a long series of models ranging from 350 to 600 cc. It was with this motorcycle that Laverda "invented" the one make race championships, where future champions built up their driving expertise. The gritty new 650 Sport is equipped with an extensively rebuilt and update version of this propulsion system.

Finally, a brief glance at the wonderful world of the 1000 V6, a motorcycle that was conceived in 1976 as a unique "research laboratory". After brilliantly coming through a series of tests and experiments, it brought Laverda

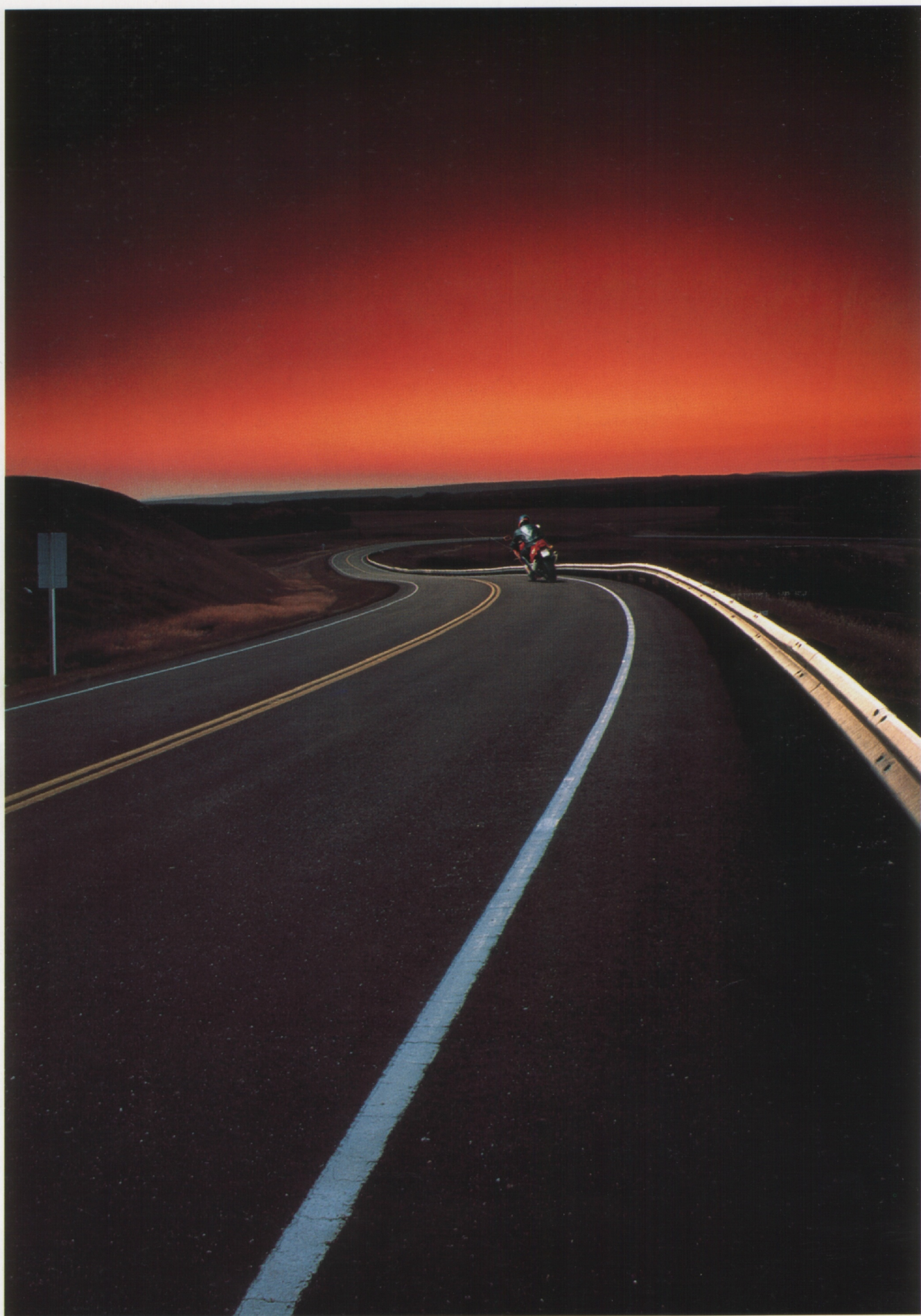
international renown, and today is still one

of the most famous
and exciting models on

the world motorcycling scene.



Laverda 650, around the world







650 SPORT, THE LEGEND GOES ON

The new high-performance road model with the legendary Laverda "heart".

This motorbike, a high performance model equipped with the legendary Laverda "heart", is just the thing for the true motorcyclist who has never ceased to love the originality, temperament and tenacity of Italian motorcycles.

Motor: two-cylinder front-gear drive with mixed air/oil cooling, double-shaft with four valves per cylinder, six-ratio gear change, spaced with sports events in mind, over 70 HP power, maximum speed 215 Km/hr.

Feed: highly sophisticated, powered by Weber-Marelli injection unit. Besides being extremely smooth, it allows high-performance acceleration.

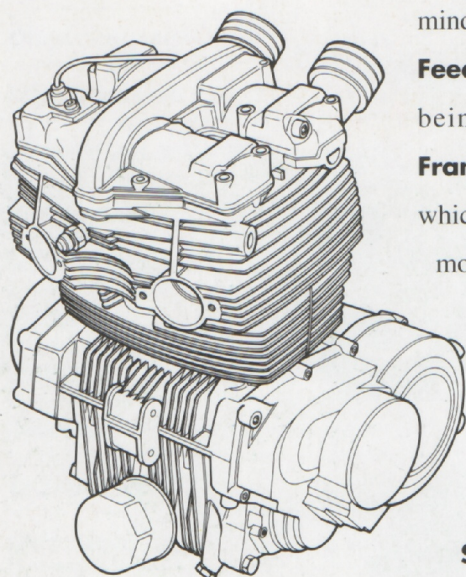
Frame: made of light alloy, it comprises two raised longitudinal side members which are welded to moulded plates. The frame is perfectly in key with the motorcycling tradition.

Cycle part: the location of the fuel tank - all-aluminium, built using aeronautical techniques - in the centre of the frame, underneath the saddle, is an exclusive feature. This makes the motorcycle, which has a very low centre of gravity, much easier to handle than is normal in such powerful, high-performance models.

Suspension: White Power Racing

Wheels: 17" Marchesini combined with wide-section Pirelli tyres.

Braking equipment: powerful, adjustable Brembo Racing brakes, with 320 mm front discs.







Engine:	4 strokes, 2 cylinders in-line with mixed air-oil cooling
Distribution:	double OHCS with 4 valves per cylinder
Bore & stroke:	78.5 x 69 mm
Displacement:	688 cc.
Compression ratio:	9 : 1
Maximum power:	70 HP at 8900 r.p.m.
Feed:	Weber-Marelli electronic injection
Lubrication:	force feed lubrication by gear pump
Ignition:	variable advance ignition integrated with Weber-Marelli electronic injection
Battery:	12V - 18 Ah with 350 W generator
Starter:	electric
Trasmission:	gear primary, chain final
Gearbox:	6 speeds
Clutch:	hydraulic, multiple wet-disk
Frame:	aluminium alloy beam frame
Wheelbase:	1375 mm
Suspension:	front: 40 mm White-Power upside-down, adjustable in compression and rebound damping; rear: single White-Power shock, adjustable in compression and rebound damping
Brakes:	front: Brembo, 2 x 320 mm discs with 4 - pot opposed-piston calipers rear: Brembo, 245 mm disc with opposed-piston caliper
Wheel rims:	front: 3.50 x 17; rear 5.50 x 17
Tyres:	front: Pirelli 120/70 ZR 17 DRAGON GT; rear: Pirelli 170/60 ZR 17 DRAGON GT
Height:	1150 mm
Width:	760 mm
Lenght:	2000 mm
Fuel capacity:	16 lt. (including 3 lt. reserve)





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