

Husqvarna presents the Concept Strada at Paris Moto Show

Hot on the heels of the Nuda 900 R that goes on sale worldwide this November, Husqvarna Motorcycles is proud to present already its next motorcycle – the Concept Strada – which will be unveiled at the Salon de la Moto show in Paris on 29 November.

Just like the Nuda, the Concept Strada (Italian for 'street') will be targeted at youthful on-road motorcyclists who will appreciate its sharp styling, fun handling and great road manners. With a low weight, a punchy 650cc single-cylinder engine and quality components throughout, the Concept Strada is designed to provide a thrilling ride – whatever the distance.

The starting point for the Concept Strada is the ultra-reliable 650cc engine originally developed by BMW for its ubiquitous F model range and in its latest incarnation now used to power the new G 650 GS . This engine has been 'breathed on' by specialist Husqvarna engineers and the subsequent power upgrade has resulted in an extremely lively machine that (at less than 170 kg dry) will put a smile back on the face of even the weariest commuter.

This passionate mix of Husqvarna style and BMW engineering expertise is already in an advanced stage of planning and production is imminent. The Strada will be introduced into the market in 2012.

Like the Nuda before it, and the Concept Moab that was unveiled in Husqvarna Motorcycles' home territory at the recent EICMA show in Milan, the Concept Strada is further evidence of the company's commitment to expanding its model portfolio and providing fans of the legendary Italian brand with a new series of road motorcycles.

BMW-powered, but Husqvarna-driven, the Concept Strada will be the perfect machine for taking on the urban jungle. Its combination of easy handling, punchy engine and user-friendly ergonomics will make it appeal to both young and 'young at heart' male and female riders looking for an extra special motorcycle for everyday use. A wide range of accessories to cater for a variety of requirements will also be available when the Concept Strada goes on sale in 2012.

For more information on this, and all the latest Husqvarna models, please visit:

www.husqvarna-motorcycles.com

■ HUSQVARNA MOTORCYCLES S.R.L.

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HUSQVARNA MOTORCYCLES. TRADITION ON TWO WHEELS SINCE 1903.

HUSQVARNA MOTORCYCLES, A PART OF BMW GROUP SINCE OCTOBER 2007, ARE WIDELY KNOWN AND RESPECTED IN THE OFFROAD-WORLD FOR A HERITAGE OF COMPETITION AND NUMEROUS MOTOCROSS AND ENDURO WORLD CHAMPIONSHIPS. ORIGINALLY FOUNDED IN SWEDEN IN 1903, HUSQVARNA MOTORCYCLES HAVE BEEN DESIGNED AND MANUFACTURED IN VARESE, ITALY SINCE 1987.