

THE HISTORY

VENT. A recent history that comes from afar.



Grand Prix FWC

Saint-Flour 2013

MAXXIS FIM Enduro World Championship
GP of France - SAINT-FOUR - 2013
Enduro 2 - Team

1983

AN INCREDIBLE STORY BEGINS

In 1983 in Bindo, in Valsassina, from the intuition of a group of industrialists passionate about two wheels, MOTO spa was born. Beyond passion, what unites them is the entrepreneurial spirit and pragmatism typical of Lombard entrepreneurship, which quickly transforms from simple enthusiasm into a real business, first commercial and then also productive and competitive.

1983 ●



1983

1988

THE ANNOUNCEMENT THAT WILL CHANGE HISTORY

The first commitment was the exclusive importation for Italy of the Spanish trial models Montesa. A few years later, the turning point: Honda Italia spa and Moto spa sign an agreement for the distribution in Italy of the famous Japanese cross bikes. A project that will soon lead the company to achieve ambitious results thanks to the ability to maximize the commercial dynamics of the reference markets.

From here on, MOTO spa will be universally recognized by the acronym HM.



1988 ●

1990

A HISTORY OF SPORTING SUCCESSES

Alongside the constant growth in sales results are also sporting achievements that lead HM to win 12 world titles in Enduro and Motocross, as well as several Italian titles, thanks to riders such as Trampas Parker, Tullio Pellegrinelli, Alex Puzar, Fausto Scovolo, Stefan Merriman, Jérémy Joly, Alex Salvini and the Finnish multi-champion Mika Ahola. The track record of countless titles won in various disciplines is also extraordinary. Five manufacturers' world titles won in 2008, 2009, 2010, 2011 and 2013.

1990

1994

HM MOTORCYCLE PRODUCTION BEGINS

Attentive to sporting and market needs, MOTO spa begins the development of mopeds dedicated to the youngest, rekindling interest in "big wheels". Models that, even today, with the updates required by new homologation regulations and Brand requirements, represent the most desired motorcycles by young people between 14 and 18 years old.

After a quarter of a century of historic collaboration with Honda, MOTO spa begins a relationship with Yamaha Motor Europe for the transformation of WR bikes into road versions.

1994

1995 - 2005

THE MOTORCYCLES OF A NEW GENERATION

Between the nineties and the early 2000s, HM becomes one of the most desired brands by young Italian enthusiasts. With models like the CRE Baja and Derapage, the concept of "big wheels" conquers a new generation of riders, bringing to the 50cc world an authentically racing DNA inspired by off-road competitions.

During those years HM also develops minimoto and models dedicated to the youngest, with the aim of introducing new generations to the world of two wheels and immediately transmitting passion, technique and fun.

For many Italian riders, it all started right there: with the first HM.



1995-2005

2006-2015

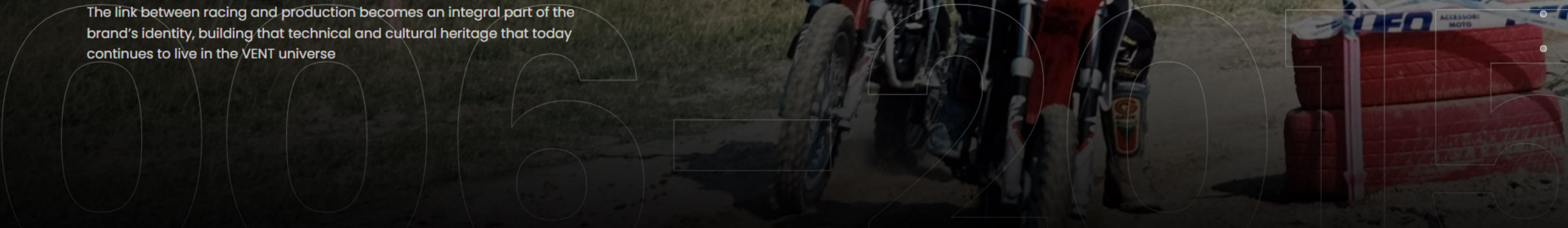
RACING DNA BECOMES IDENTITY

In the following years, HM consolidates its role as a reference in the Enduro and Motard world, combining sporting successes with an increasingly recognizable and appreciated range.

The experience gained in international competitions is transferred directly to production bikes, giving life to models capable of standing out for build quality, performance and sporting character.

The link between racing and production becomes an integral part of the brand's identity, building that technical and cultural heritage that today continues to live in the VENT universe

2006-2015



2017

TRADITION DOESN'T STOP

In 2017 VENT was born, heir to the technical, sporting and production experience built by HM over thirty years of activity. VENT takes up the HM legacy, reinterpreting it with a contemporary identity, keeping alive the racing DNA that made the Enduro and Motard models famous.

The company moves to the modern Introbio facility (approximately 6,000 sqm on 4 floors), where a new phase takes shape: same passion for off-road and same attention to quality as HM, but with an eye to the future of mobility and new generations of riders. The new 50 cc and 125 cc Motard and Enduro arrive, characterized by a style and technical content that express all the tradition and expertise for two wheels typical of *made in Italy*.

2017 ●

2017

2019

VENT LOOKS TO THE FUTURE OF MOBILITY

VENT's intention, however, is to expand its horizon towards innovative sectors in the field of two wheels. The professionalism, experience and passion that have always distinguished the company lead it towards a future increasingly oriented towards sustainable mobility. Thanks to the technical heritage preserved in over 30 years of history, VENT debuts at the end of 2019 with the *concept* of its first pedal-assisted bicycle, the LDV 500 arrives.

2019 ●

2019

2020

THE "RACING DNA" IS PASSED ON TO NEW GENERATIONS

The sporting spirit that led to the conquest of 12 World Titles doesn't lie and is passed on with ever greater dynamism in the company's activities. VENT has, in fact, decided to focus on young people who aspire to approach sporting activity with important technical support from the Company and through the presence of professional instructors – former champions of various disciplines –, able to transmit all the knowledge and secrets to approach a possible competitive career or, simply, to improve riding style and safety on the bike.

The *VENT ACADEMY ENDURO* and *VENT ACADEMY MOTARD* are born.

2020 ●

2021

THE EURO 5 RANGE ARRIVES

With the new season and the EURO 5 homologation regulation, VENT updates its 2T and 4T motorcycle range (Motard, Enduro and Cross) introducing renewed models both technically and aesthetically, acquiring in style and graphics its own modern and stylish brand identity ready to conquer a new audience of young enthusiasts.



2021

2022

THE MOTORCYCLE AND E-BIKE RANGE CONTINUES TO GROW

Not just motorcycles, because the e-bike range is completed with the debut of the world's first full-suspension eGravel, the SuperEnduro e-Mtb for racing lovers and the push bike, dedicated to children from 2 to 4 years old.



2025

THE NEW ERA SIGNED BY AMPELIO MACCHI

At EICMA 2025 VENT MOTO roars back. The historic Italian brand, heir to HM Moto founded by Alfredo Ciresa, inaugurates a new season under the technical and entrepreneurial guidance of Ampelio Macchi, an engineer from Varese who has been a protagonist of some of the most prestigious pages of Italian motorcycling. With over fifty years of experience and 51 world titles won with Cagiva, Husqvarna and Aprilia, Macchi brings back to Introbio the passion for racing motorcycles, relaunching VENT MOTO with an industrial and sporting project entirely "Made in Italy".

2025

2026

THE PLAY RANGE IS BORN

Since the 90s, HM has paid great attention to younger riders, developing minimoto and models dedicated to those taking their first steps in the off-road world.

Simple, light and authentic motorcycles, created to transmit fun, control and passion from the first acceleration.

Today that same spirit returns in the new VENT PLAY range: a line designed to accompany new generations in discovering two wheels, collecting the legacy of a tradition that has always focused on the pleasure of riding.

The HM legacy is certainly in excellent hands and new milestones are on the horizon...