

DUCATI

The Redline Magazine

2 | 2015

MULTISTRADA

One-of-a-kind,
on roads
across the world

SCRAMBLER®

Contemporary icon
for free spirits

RED POWER

MOTOGP
AND SUPERBIKE,
A GREAT START
TO THE SEASON

DIAVEL TITANIUM

Exclusivity,
technology,
craftsmanship



DUCATI

DRACO ALUMINUM BUMPER
for iPhone 6



DRACO
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THE ENGINE OF PASSION



2015 opened with a very important event for Ducati. The 1299 Panigale was presented to the international press. The Portimao racetrack, located in the beautiful Algarve landscape, staged the launch of our new Superbike: an extreme bike for those in pursuit of the ultimate two-wheeled thrill.

And to share this thrill, back from Portugal, I wanted to tell my colleagues and associates about my riding experience with the Panigale, which I would also like to share with all fans and Ducatisti around the world.

"I can still see the clear blue skies above the Portimao track and feel the incredible ambience of these days. More importantly, I can't forget the endless sequence of climbs, descents, blind bends on the track, where the new 1299 Panigale was at its best, once again confirming its potential.

The Superquadro engine is incredibly smooth and strong even in the low rev range; the new chassis allows you to brake deep into corners, with light-speed response as you go into the bend. Following the trajectory with utmost accuracy, with formidable traction and thrust and in total control, is a unique feeling"

The time spent in Portimao was priceless, and enough to remind me that I am part of a marvelous world

where passion and a winning team can produce outstanding results, as demonstrated by the year that has recently begun.

Ducati is in a competitive position in both MotoGP and Superbike championships, with our riders taking the top spots on the podium, for which we are very glad. The new Multistrada 1200, with its multibike spirit, was popular among the international press and thousands of customers. Scrambler yellow stands proudly and rightfully next to Ducati red and is gaining thousands of new fans with its "Land of Joy".

To complement an already comprehensive range, the Diavel Titanium, a limited edition of just 500 numbered units, perfectly embodies the Ducati philosophy and combines technology and exclusiveness. These new features and the success they are enjoying were such that in April we broke our all-time sales record.

Feelings like these and the thrill that I keep deriving from my job are extremely important; every day this relentless success feeds into my passion and that of all Ducatisti, contributing to the growth and future of this marvelous world called Ducati, which you can learn more about on the following pages.

Claudio Domenicali
Chief Executive Officer of Ducati Motor Holding

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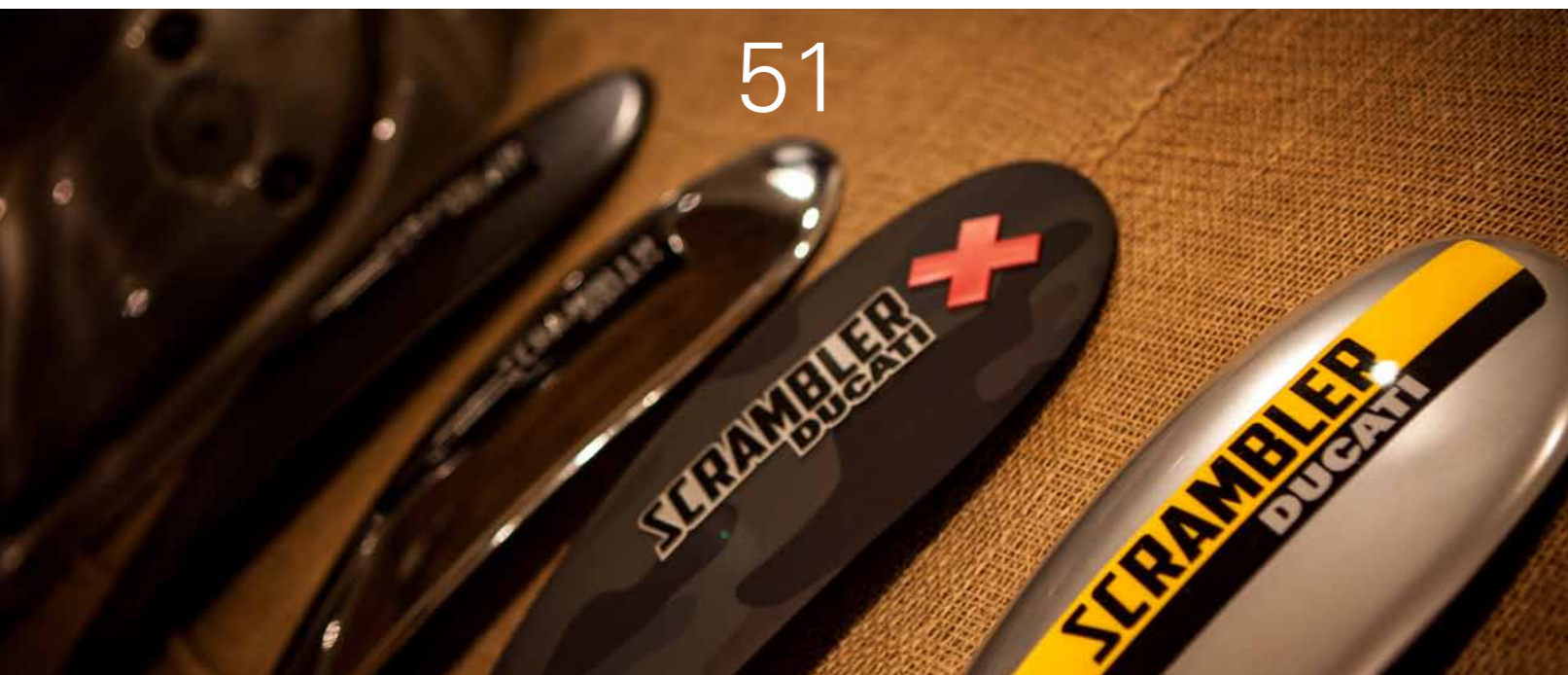
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Get to know the pit of your stomach.

The new Audi TTS Coupé with 2.0 TFSI engine and 228 kW.
You Dare or You Don't.



Fuel consumption in l/100 km: combined 7.2-6.9;
CO₂ emissions in g/km: combined 166-159.

Audi Vorsprung durch Technik 

DUCATI



CORSE



MOTO GP

In GP15, Andrea Dovizioso and Andrea Iannone have begun the season just the way we wanted them to: pole position in the tests, pole position and on the podium as early on as the first races. And the best part is still to come. Gigi Dall'Igna, in charge of the entire GP15 project, had announced it when first presenting the team: "in 2015 we want at least one victory". The hard work put in by the team and the riders has immediately paid off with excellent

results, with the two Andreas extremely fast in the tests and in the competition itself. And the victory we're longing for was only just missed in the first round in Qatar, during one of the most beautiful and competitive races in the history of MotoGP, with the reds and their riders making the race from start to finish. For a motorcycle in its early days, with little test mileage behind it, and as innovative as the GP15 is, such results are quite extraordinary.

ANDREA DOVIZIOSO

In his third consecutive season with the Ducati Team, the rider from Forlimpopoli aims for the highest steps on the podium, after having contributed significantly to the development of the Desmosedici and having achieved a good fifth place at the end of the 2014 championship.

Extremely fast, from the first few races of the 2015 championship he has demonstrated his enormous potential for this season.



In his third year with MotoGP, he has been part of the official Ducati Team since 2015.

This rider from the Abruzzi region already proved last year that he has all it takes to be among the top players in this class: a born fighter, aggressive, he has proven he can always stay out front with the top contenders.

A real warrior, able to keep fighting from the start to the finish line.

ANDREA
IANNONE





The team is aware that it faces a significant challenge, but also sure of having the resources necessary to achieve success. Everyone is heading in the same direction: towards victory.



S B K

A completely new Panigale R, a team (ARUBA. IT – DUCATI SUPERBIKE TEAM) ready for the most difficult challenges, and competitive riders. These are the ingredients needed to achieve the highest levels in this extremely competitive championship, where the Borgo Panigale bikes

and their riders, from the very beginning, have always been key players, earning more victories than any other competitor, and rewarding the fans with the most unforgettable moments. And the beginning of the season, with two podiums and a victory, is just a taste of the emotions to come.

CHAZ DAVIES

Winner of the 2011 Supersport World Championship, this year became a member of the official Ducati Team.

Fast and determined, he immediately proved himself to be a great champion, reaching the podium right from the start of the season.



PHOTO BY FABRIZIO PORROZZI

DAVIDE GIUGLIANO

Davide Giugliano was the winner with Ducati in the 2011 Superstock 1000 FIM championship.

Superbike rider since 2012, since last year he rides with the official team. Interrupted by injury at the beginning of the season, he had to withdraw from the first rounds.

He will be back to race for the Italian Championship in Imola.





Davies and Giugliano, two riders with very different styles but sharing the same opinion of the new Panigale R: an incredible motorcycle that immediately makes you want to line up on the starting grid and begin the battle.





TROY, AN AMAZING THANK YOU!

Troy Bayliss, three times World SBK Champion with Ducati, at 46 years of age and with a demonstration of true courage, came back for two races to take the place of injured Giugliano.

Troy participated in the opening round at Philip Island and then at Buriram, in Thailand; a new racetrack not only for the Australian rider, but also for all Superbike riders.

His performance, after so long away from the tracks, left everyone in awe. Troy and his victories are heartfelt by all Ducati fans that, with him, shared those emotions and lived moments that will stay forever in Superbike history.

An amazing comeback: thank you to this unforgettable champion for his passion and willingness

#forzaducati
#ducatipeople
#backontrack



In 2015 too, Ducati fans can support the teams and riders from the Ducati Grandstands, available for the most exciting races.

GRANDSTANDS

2015 GP GRANDSTANDS CALENDAR

10-12 April	Austin USA
17-19 April	Rio Hondo , Argentina
15-17 May	Le Mans France
31 May	Mugello Italy
10-12 July	Sachsenring Germany
09 August	Indianapolis USA
30 August	Silverstone UK
13 September	Misano Italy
11 October	Motegi Japan
25 October	Sepang Malaysia
08 November	Valencia Spain

2015 SBK GRANDSTANDS CALENDAR

19 April	Assen Holland
10 May	Imola Italy
22-24 May	Donington UK
19 July	Laguna Seca USA
02 August	Sepang Malaysia



PANIGALE

PHOTO BY MILAGRO



1299 PANIGALE AND PANIGALE R: DESIGNED AND BUILT BY ENTHUSIASTS FOR ENTHUSIASTS WHO ASPIRE TO THE BEST, WITHOUT COMPROMISE

ON TRACK DEBUT FOR THE NEW 1299 PANIGALE: NOBODY REMAINS UNMOVED ABOUT THIS INCREDIBLE MIX OF STYLE AND PERFORMANCE



For the press launch the Portimao race track in Portugal was chosen. Fascinating and difficult, it was here that the international press, represented by more than 90 journalists from 28 different countries were able to fully try out the new 1299 Panigale, also in its accessorized version: Akrapovič

exhaust, carbon details and more protective windscreen. The expectations of this first test were extremely high: in fact, with a maximum power of 205 hp, powerful delivery from the low end and a record-breaking weight/power ratio, the 1299 Panigale is a benchmark among motorcycles of

the highest performance. All of this was confirmed by the positive comments from participants who appreciated the power and delivery of the new Superquadro twin-cylinder engine, the efficiency of the sophisticated control electronics and the perfect calibration of the chassis. A mix, characterised by the

unmistakable style of this motorcycle, that stirred up the journalists' enthusiasm and much more: but also Ducati's own CEO, Claudio Domenicali, and the official test rider Alessandro Valia rode on the track, combining for once their job tasks with moments of pure enjoyment.

Born to run: there is no other definition for this version of the Panigale which, not by chance, still has the 205 hp 1200 cc engine homologated for use in the world championship of stock derived motorcycles.

The fork and rear shock absorber are taken directly from the racing version, the exhaust system is in titanium and the battery is lithium-ion, for a weight limited to just 162 kg. The Panigale R also offers the Ducati Data Analyzer+ with GPS (DDA+GPS) as standard, a winning solution for riders who want continuous control over all their motorcycle parameters.



So many components of the Superquadro engine represent true mechanical works of art, from the lighter crankshaft, to the titanium valves and con-rods; state-of-the-art materials were used to guarantee precision and absolute lightness. The Superquadro engine was conceived

as a load-bearing element and therefore designed to ensure the highest degree of weight distribution and strength.

An engine designed to be compact, light, quick-revving and having power delivery designed to offer the highest performance on the track.

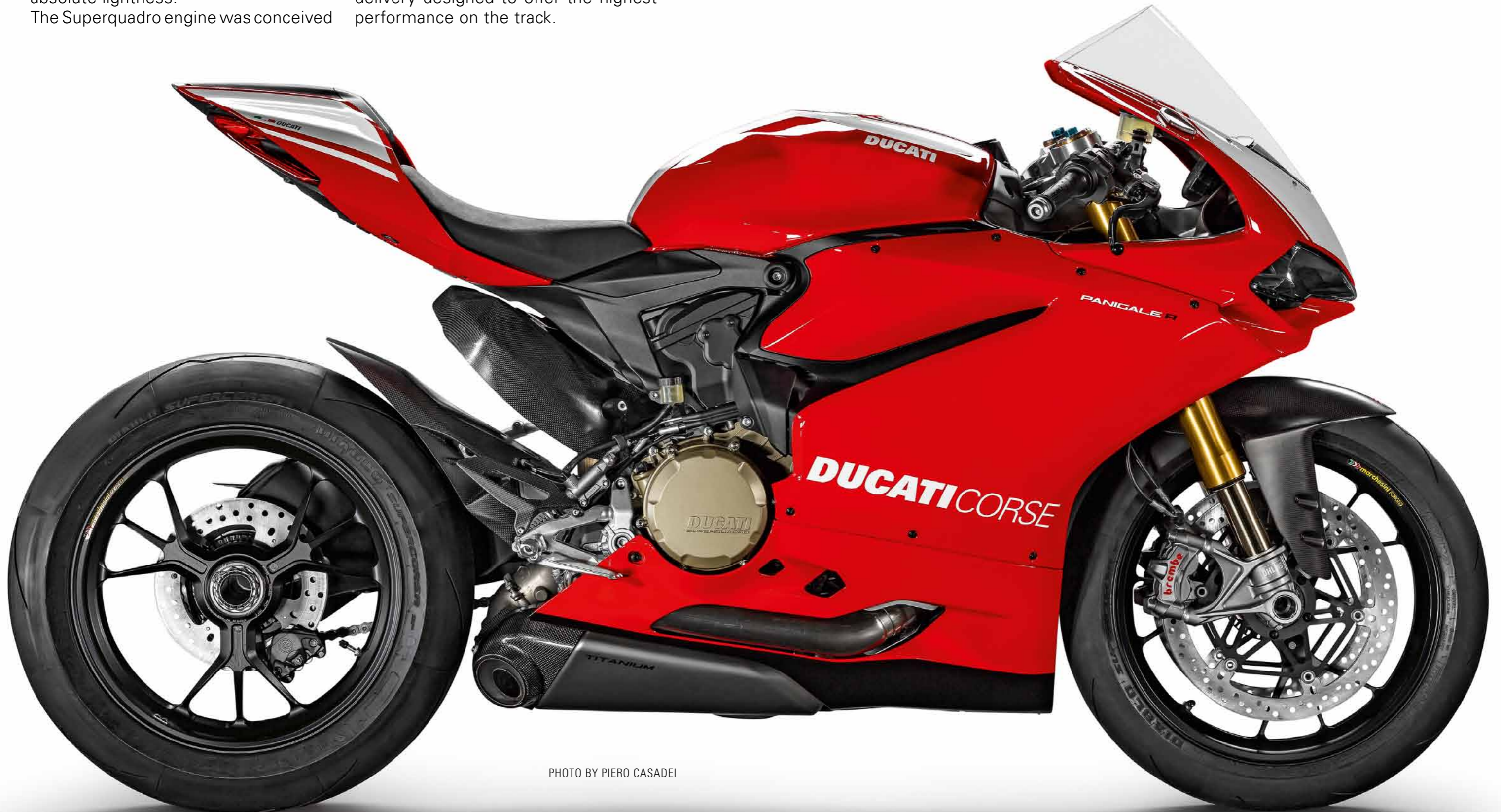


PHOTO BY PIERO CASADEI

IF THERE IS A DISTINCTIVE ELEMENT THAT CHARACTERISES EVERY MOTORCYCLE, IT IS THE EXHAUST SYSTEM, ESPECIALLY FOR THE DUCATI TWIN-CYLINDERS WHOSE STRENGTH IS IN THAT LOOK AND THAT ENGINE ROAR. AND SO, FOR THOSE WHO DEMAND MORE, DUCATI DEVELOPS SPECIAL EXHAUST SYSTEMS, HIGHER PERFORMING, LIGHTER, AND WITH A UNIQUE STYLE.

IT'S A MATTER OF SOUND

The new 1299 Panigale's exhaust system is top shelf, created in partnership with Akrapovič and designed based on all of the technical know-how acquired in the MotoGP and Superbike championships.

To improve performance of the standard exhaust systems, in fact, sophisticated studies were conducted on the fluid dynamics analyses of the gases, and the best materials and most advanced production techniques were selected.

The exhaust system seen here, for example, was created completely in titanium for the excellent mechanical characteristics of this metal and for its lightness, together offering a weight reduction of 3.1 kg. Every system undergoes an extremely accurate manufacturing and assembly process, involving the use of TIG (Tungsten Inert Gas) welding technology to ensure the highest joint precision.

The exhaust system includes manifolds, silencers and an electronic control unit with dedicated mapping. The combination of these elements ensures a significant increase in terms of horsepower and torque both at mid and high rpm. With this special equipment, the already very high weight/power ratio of the Panigale achieves remarkable levels.

PHOTO BY PIERO CASADEI

BOSCH AND DUCATI, PARTNERS IN DESIGNING THE MOST ADVANCED ELECTRONIC MANAGEMENT SYSTEMS

❶ 9.1MP ABS control unit

The bike's ABS control unit that receives as input the front and rear speed sensors and the data recorded by the inertial platform. It houses a pressure sensor (which measures the pressure on the front calliper side); it provides ABS functionality both on the straight paths and when cornering, calibrated depending on the three available levels, from the safest (3) to the most racing (1), where cornering calibration and ABS at the rear is switched off. It also calculates lean angle, pitch angle and pitch rate by harnessing IMU data.

❶

❷ 5 axis inertial platform with Bosch sensor

measures three accelerations on the sensor's reference plane and 2 angular speeds; its information is used by the ABS to calculate lean angle, pitch and angle and pitch rate.

❷

D|AIR® RACING DUCATI CORSE

THE SMART SUIT: ABLE TO RECOGNISE DANGEROUS CONDITIONS AND DEPLOY THE AIRBAG IN LESS THAN 15 MILLISECONDS



PHOTO BY PIETRO BIANCHI

The biggest innovation years in terms of safety and protection for motorcycle riders on track: the Ducati Corse D-air® Racing suit, a concentration of technology focused on safety that operates synergy with the existing protections for shoulders, neck, collarbone, and upper chest in case of a fall. A technology that won the against speed and time: in the falls, the system will activate in less than 15 milliseconds and deploy the airbag in 30 milliseconds.

D-air® Racing also reduces the risk of direct impact between the helmet and the collarbone, limiting the the head against the neck and decreases helmet movement in a rolling.

Connections to or installations on the motorcycle.

D-air® Racing is the first airbag for motorcyclists to obtain the TÜV SÜD certification.

W

oman

STYLE AND PERFORMANCE FOR THE URBAN LOOK.
CONTEMPORARY LINES WITH VINTAGE APPEAL

Left, 70s look in the Classic C2 jacket in leather treated with oils and waxes for that extra special soft touch effect. CE-certified elbow and shoulder protectors.

Right, 80s jacket 14, in black leather with white details. Customised on chest and back with the classic logo designed by Giugiaro. There for you but unseen, Pro Shape soft protectors on shoulders and elbows.



**A PASSION TO
LIVE EACH DAY.
ITEMS DESIGNED
FOR THE CITY,
ESSENTIAL
LINES, COMFORT
GUARANTEED.**

The perfect garment for urban riding: Company 14 jacket in men's and women's versions, with protectors and a pocket to hold the back protector.

For her, the red Ducatiana cotton T-shirt, with lamé silver print, also available in other colours and for men.



PHOTO © BY STEFANO BIANCHI / LERA



Logo 14 Bomber, a light and protective garment with water-repellent and windproof membrane. The black Downtown messenger bag, with internal padded pocket for a PC and outside trolley hook. Light and practical, the really stylish Jet-Set helmet comes with sun visor and has a fiberglass shell with removable and washable interior.

Ducati Motor Holding S.p.A. official licensed product.



Ducati Bicycles 729 SX
Racing soul.



SCRAMBLER DUCATI



FROM PALM
SPRINGS TO
THAILAND, THE
INTERNATIONAL
PRESS
ENCHANTED IN
THE LAND OF JOY

**DUCATI SCRAMBLER
A CONTEMPORARY ICON
FOR FREE SPIRITS**

**SCRAMBLER
DUCATI**

DUCATI SCRAMBLER IS A NEW BRAND, A TRUE LIFESTYLE



The Ducati Scrambler® is not just a new motorcycle but rather a new lifestyle, a way to express yourself, a new approach to motorcycling to be experienced with joy and happiness. A huge success born of the enthusiasm

of those who work on the project and who fully believe in the Land of Joy: the brand unit, the designers, the engineers. All of them, each and every one, are part of the huge success enjoyed by the Ducati Scrambler®.



Choosing the California desert and the Cha-Am beach to present the bike to the press was a way of recalling the values that characterise the Ducati Scrambler® world: outdoor life, adventure and fun.



Fun, versatile, easy. Impossible not to fall in love with a motorcycle like this.

But the heart of every presentation to the press is the road test: the moment of truth where every premise and concept behind a new product comes under the microscope.

The first was held in Palm Springs, California and the second in Thailand.

These tests made it possible to appreciate the motorcycle in the most divergent conditions, from tight paths to mixed fast paths, as well as short dirt track sections, and the Ducati Scrambler®, even in the most demanding conditions, always proved itself to be an easy, fun, safe and versatile motorcycle for every situation.



SCRAMBLER DUCATI

AN ESSENTIAL,
AUTHENTIC AND
CONTEMPORARY
STYLE

SCR BLUNDSTONE 800 BOOT: OUTDOOR CALLING



The collaboration between Ducati Scrambler and Blundstone gave rise to the new SCR Blundstone 800 boot. An authentic icon of outdoor style, the classic Australian boot was customised in this version for the Ducati Scrambler®. With green and yellow elastic straps on the side and protective reinforcement at gear shift level.

Take the best from the past to refashion unique and contemporary pieces. That means bringing stylistic treasures back to life in a post-heritage way: this is the what characterises the Ducati Scrambler® apparel collection. A biker apparel concept that knocks down the barriers between technical gear and fashion items to reach across all generations.

From the far left:
interchangeable logo tank panels;
Tracker Moab cap;
Compass watch, and the
Checkered Ser shirt.

Here on the right:
two versions of the Bell Short
Track helmet: on the left with
Heritage Goggles by 100%.





1 – Short Track jet helmet. 2 – Outdoor fabric jacket. 3 – SCR lighter. 4 – Milestone water bottle. 5 – Moab cap. 6 – Woods backpack. 7 – Short Trackers T-shirt.

SCRAMBLER DUCATI



THE DUCATI SCRAMBLER IS ALREADY "SPECIAL". DEBUT AT THE VERONA MOTOR BIKE EXPO



Above from left, with their creations: Dario Mastroianni of the Officine Marmaid, Filippo Bassoli of Deus Italy, and Nicola Martini of Mr Martini. To the right: the Ducati Scrambler® is already a must because of its customisations.

From the first day it was presented at the Cologne Show last autumn, the Ducati Scrambler® went viral across the web with a number of customisation offers designed by enthusiasts around the world.

The first special versions were on display at the Verona Motor Bike Expo, created by three exceptional custom designers: Dario Mastroianni, Filippo Bassoli and Nicola Martini.

PHOTO BY
SIMONE BRAMANTE,
MILAGRO, RAVI VORA



THE ITALIAN SOUND

www.termignoni.com



MULTISTRADA

TOURING, URBAN, SPORT AND
ENDURO: FOUR SOULS MAKING
UP THE MOST INNOVATIVE
OF MULTIBIKES. AN ENGINE
WITH NEVER-BEFORE SEEN
VARIABLE TIMING. CUTTING-
EDGE ELECTRONICS AND A
REFINED DESIGN. WHAT MORE
COULD YOU WANT?



PHOTO BY MILAGRO

The style and design of the Multistrada 1200: a blend of beauty and technology.

There is no other bike like this. In Touring mode, you will always benefit from comfort, protection, load capacity, performance on all road types and safety, at maximum levels.

If the asphalt stretch ends and turns into dirt and gravel, the Enduro mode will transform the new Multistrada 1200, adapting suspension set-up as well as engine power level and delivery. Once you are back in the city there's the Urban mode and, if you still want more twists and turns, the all-important Sport mode. Moving from one soul to another is very simple, just select the desired Riding Mode using the buttons on the handlebar.





The quantity and sophistication of this multibike's equipment make any comparisons impossible: it is a unique bike.

MULTISTRADA 1200 TECHNICAL SPECIFICATIONS

160 hp - DVT variable timing system - Brembo Evo M50 monobloc callipers with Cornering ABS - Ducati Skyhook Suspension (DSS) - Ducati Wheelie Control (DWC) - Adjustable seat height (825 - 845 mm) - Full LED headlight with light beam control through corners - Cruise control - 4 customisation kits.

LANZAROTE

NATURE AND BEAUTIFUL
SCENERY FOR THE ROAD
DEBUT OF THIS UNIQUE
BIKE. UNANIMOUS APPROVAL

The international press launch of the Multistrada took place on the island of Lanzarote and, to better highlight the features for which the 1200 and 1200 S versions stand out, a route comprising asphalt and gravel roads was chosen, for a total of 200 kilometres, to ensure full enjoyment of the new Multistrada 1200.

An exceptional test rider: Carlos Checa, Superbike World Champion, took part in the press launch, riding the new Multistrada 1200 along with 120 journalists from key international publications.

The press confirmed that the new Multistrada 1200 is versatile and safe in any situation. The power and delivery of the new Ducati Testastretta DVT engine (Desmodromic Variable Timing) was particularly appreciated, as were the four Riding Modes and the bike's level of comfort, even when riding two-up.



WINTER TOUR

THE NEW MULTISTRADA
1200 STARS IN THE
MOST EXCLUSIVE ALPINE
LOCATIONS



The Winter Tour, the first in a series of events dedicated to the new Multistrada 1200, has seen our bike visit the most exclusive alpine locations where a crowd made up of skiers and snowboarders had the chance to admire it close-up, in all its beauty.

Eight stages in pursuit of exciting roads and breathtaking scenery that, together with the snow, provided the backdrop to this trip with the new Multistrada 1200.



C H E C A

EVEN THE SPANISH WORLD CHAMPION WAS WON OVER BY THE NEW MULTIBIKE: HE WANTED THE FIRST BIKE OFF THE PRODUCTION LINE



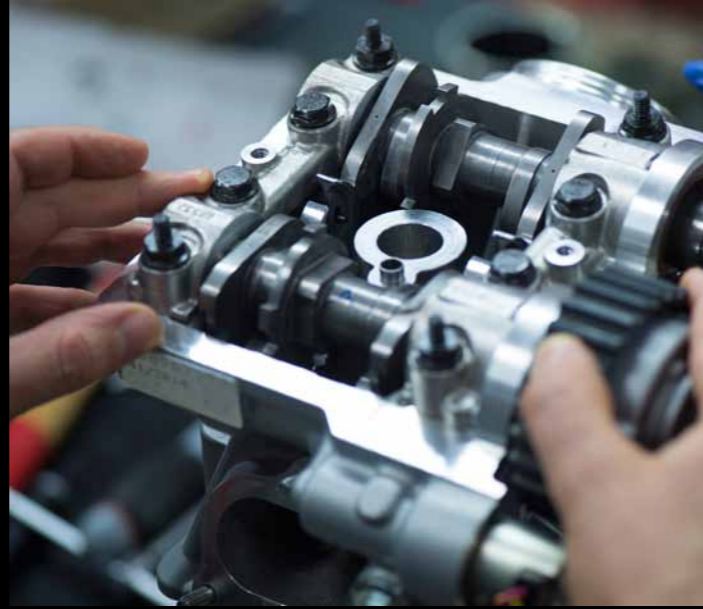
The new Multistrada 1200 has also bewitched a very special Ducatista, the former Superbike champion Carlos Checa, who asked for the very first bike coming off the production line.

"I already had the first version of the Multistrada 1200 and immediately realised that this is my ideal bike," declared Carlos. "When I saw it at EICMA I literally fell in love and could immediately see that the bike has undergone a real revolution, taking an important step forward in terms of technology, safety and performance. I have already done a few miles and that's been enough to understand that the new Testastretta DVT engine represents a great step forward in terms of smoothness and performance. I also really like the new dashboard and handlebar controls, they are ergonomic and easy to use. I'm sure that I'll really clock up the miles with this bike."



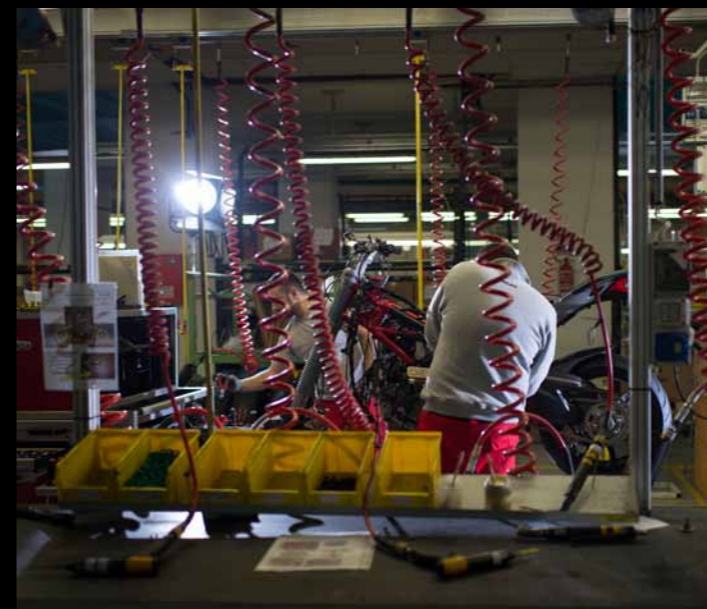
START

THE FIRST MULTISTRADA 1200
CAME OFF THE PRODUCTION
LINE AT THE BORGO PANIGALE
FACTORY ON 19 FEBRUARY 2015



For the two-wheeled world it represented a solution, having offered four bikes in one for the first time: from the supersport to the tourer for long trips, from the every-day bike to the enduro. In addition, this new generation of Multistrada is equipped with the Ducati Testastretta DVT engine that, thanks to its cutting-edge technology, becomes a new reference in its segment. In fact, for the first time in a motorcycle engine, the timing system uses a double timing variator, which acts on both intake and exhaust camshafts.

In this way, performance of the Ducati Testastretta DVT engine can be optimised at all engine speeds and in all conditions of use.



PRODUCTION OF THE NEW, SOPHISTICATED
ENGINES REQUIRED SIGNIFICANT INVESTMENT
IN ASSEMBLY AND TESTING



CORNERING ABS

ELECTRONIC CONTROLS
BASED ON INPUT FROM AN
INERTIAL PLATFORM: THE
NEW FRONTIER IN SAFETY

If the DVT engine ensures exceptional performance, the electronic controls package must be equally evolved to guarantee maximum performance, in any condition and always in complete safety.

For this reason, an inertial platform has been introduced on the Multistrada (IMU: Inertial Measurement Unit) that dynamically reads the bike's lean angle on the vertical and horizontal axes as well as the speed of their relative change; a brain for new, exclusive functions. In fact, the presence of the IMU results in a significant improvement in ABS (9ME Cornering ABS) operation that now allows for emergency braking, without skidding, through corners and on slippery surfaces.

The IMU has also made it possible to introduce the Ducati Wheelie Control (DWC), which detects any lifting of the front wheel and accordingly reduces power and torque, so as to always obtain maximum acceleration, without impairing stability. Another exclusive function managed by the IMU is the DCL (Ducati Cornering Lights) for the 1200 S version with full LED headlight.



TOURATECH ACCESSORIES

PHOTO BY LOMBARDI&PATELLI



DUCATI HAS CHOSEN TOURATECH, A LEADING COMPANY IN THE PRODUCTION OF TOURING AND ENDURO ACCESSORIES, AS ITS PARTNER. THE COMPANY WILL CREATE A SERIES OF EXCLUSIVE ACCESSORIES DEDICATED TO THE NEW MULTISTRADA 1200. AMONG THESE: AN ENGINE GUARD IN STEEL TUBING,

A PROTECTIVE ALUMINIUM GRILLE FOR THE COOLANT RADIATOR, AN ENGINE GUARD PLATE IN ANODISED ALUMINIUM, STEEL RIDER FOOTPEGS, AN OVERSIZED BIKE STAND PLATE, ARTICULATED GEAR AND REAR BRAKE LEVERS, A SPOILER FOR THE PLEXIGLAS AS WELL AS AN ALUMINIUM REAR LUGGAGE RACK.

ANDREA BUZZONI A LIFE ON TWO WHEELS

SINCE LAST FEBRUARY HE HAS BEEN THE NEW DUCATI SALES AND MARKETING DIRECTOR: BUT RATHER THAN A NEW ENTRY, ANDREA IS A COMEBACK, GIVEN HIS PAST ROLE AS HEAD OF OUR GERMAN SUBSIDIARY. NOT ONLY DOES HE HAVE A VAST EXPERIENCE IN THIS INDUSTRY, BUT ALSO GREAT PASSION.

Andrea Buzzoni was born in Milan and has a degree in political science. His experience in the motorcycling industry is quite extensive: for 18 years he has worked in this industry in sales and marketing, both in Italy and Germany, as area manager and also as export manager. He also has remarkable experience in the racing sector; he has managed and personally directed several top teams in 4 world Superstock (winning 3 titles) and 4 Superbike championships.

You have a background in marketing and sales but also lots of experience in racing. At Ducati, production motorcycles have always had a close tie with the racing sector; does this relationship add a strong value also for you?

At Ducati, racing is a key value, a pillar of the brand's identity. Therefore it's not a mere marketing exercise – as in the case of other manufacturers where the racing element is only instrumental to highlighting the sporty nature or technological supremacy of a brand. Racing for Ducati stands as a managerial style that could be defined by the mantra “never give up”, which also has a positive effect on the other businesses. Still, in spite of this apparent partiality for racing, where Ducati has always operated with extraordinary results, Ducati can perform extremely well in a very broad and diverse range of areas, as demonstrated by the successful launch of the Scrambler brand – mostly focused on lifestyle values that do not relate directly with the sports component. A steady value exchange is still key: I am quite confident that Ducati's racing image is having a positive effect also on the new brand, even though Scrambler is mainly hinged on lifestyle, self-expression and fun rather than on performance and technology.

Therefore, working for a company like Ducati, where racing is part of its DNA, fits perfectly with your professional profile. By the way, the first MotoGP races are proving quite a success.

The start of the season was incredible and quite impactful, and we have been steadily competitive since day one! Today Desmosedici is clearly the bike to beat for all other contestants. What really impresses me is the winning mix of such values as competence, foresight, creativity, insight and problem solving that lies at the heart of this success, a mix that trickles down to any other corporate activity.



PHOTO BY GIOVANNI DE SANDRE

You had already worked for Ducati in the past and you came back after a long experience, also in the motorcycle industry; it seems that two wheels are your natural working environment.

I have been riding bikes since I was 14; at that age a bike is a way to escape and be free that grows deep in your soul and never goes away. I ride my bike in the city, I like travelling and spending my holidays on my two wheels but most importantly as soon as I have a chance, I like to take it out on a racetrack, where I also had the privilege of riding current Superbikes. I can call myself lucky for having had the opportunity to combine my passion with my profession. Nevertheless I like to say that passion alone is not enough when it comes to business: rather, it should be seen as a tool that helps better understand the products and, most importantly, the customers, bikers and their experience, which is also yours. Passion, then, must go hand in hand with professionalism, which gives you a clear mind with regard to business strategies, organisation and resources. To this end, let me add that my working life has taken place for many years in a context where cars and bikes existed together: as different as they may be in terms of values, I have learned a lot from the four-wheel industry, whose staggering sales open to the acquisition of powerful tools and skills.

What is your impression after a few months into your new position?

I have to say that I felt very welcome in the company, and I'd like to take this opportunity to thank my colleagues, new and old. I am back in the company during a very positive time, the range is growing and the new bikes are meeting with remarkable success all over the world. Moreover, I found a versatile team made of talented colleagues. The situation is quite positive but also raises the bar of my personal goals. My first priority will be to confirm and increase this strong success streak in the long run. A really exciting challenge.





FOR 2015, DRE IS HAVING A FACELIFT: RENEWED TEACHING METHOD, ROAD RIDING COURSES DEDICATED TO THE NEW MULTISTRADA 1200; THE 1299 PANIGALE S USED FOR THE MOST ADVANCED RACING COURSES. MASTERS FOR THOSE ALREADY EXPERIENCED AND CHAMPS ACADEMY WITH A DISTINGUISHED INSTRUCTOR, 2011 SBK WORLD CHAMPION CARLOS CHECA

DUCATI RIDING EXPERIENCE

ALL OUR COURSES



Intro

New for 2015, for less expert riders who want to gain more confidence and control. Includes practice sessions only in the paddocks alternating with theory sessions. (Motorcycle: Monster 821)



Precision

For those who want to improve road riding and develop a more sports-oriented style. Take place in the paddocks with a final session on the race track. (Motorcycle: Monster 1200, Hypermotard and Hyperstrada)



Track Warm Up

For those who want to get a taste of the kerbs for the first time. (Motorcycle: 899 Panigale)



Track Evo

Ideal for expert riders already experienced on the track, to refine high-speed riding techniques. (Motorcycle: 899 Panigale)



Track Master

For enthusiasts who are already well aware of the secrets of track riding, but always trying to improve their performance. (Motorcycle: 1299 Panigale)



Champs Academy

A one-of-a-kind opportunity: a day as a professional rider with a distinguished instructor, 2011 Superbike World Champion Carlos Checa. (Motorcycle: 1299 Panigale S)



Ducati Multistrada Techride

Dedicated to the new Multistrada 1200, this is a full immersion experience dedicated to those who love travel and adventure. Held on the beautiful Tuscan hills of Montepulciano with a one-and-a-half-day programme, dedicated to road riding techniques and the fundamentals of light, off-road riding.

DRE courses are a unique opportunity, for all enthusiasts, to test and improve their riding skills in an exclusive context, on the most legendary racetracks. An unforgettable experience with VIP instructors, ready to reveal all of

their secrets.

For example, official test rider of the GP15 Michele Pirro, Ducati official test rider Alessandro Valia, Matteo Baiocco and many other professionals led by Dario Marchetti.

DUCATI RIDING EXPERIENCE 2015

The DRE sees champions take centre stage: World Superbike champion Carlos Checa, Leandro "Tati" Mercado, Superstock 1000 FIM Cup winner, twice-world champion Manuel Poggiali, and Andrew Pitt, twice winner of the Supersport World championship.

DRE courses are unique: a constantly renewed teaching programme, supported by the most modern technologies, a latest-generation bike park, technical clothing available for the participants, all packaged for an all-inclusive participation format.



DUCATI RIDING EXPERIENCE 2015

DUCATI RIDING EXPERIENCE

11-13 May
Misano Adriatico

15-17 June
Mugello

14-16 July
Adria

08-10 September
Mugello

MULTISTRADA TECHRIDE

8-10 May
Montepulciano

03-05 July
Montepulciano

The most significant new feature is the introduction of the MultistradaTechride courses dedicated to the new Multistrada 1200: from the

track to the road in beautiful, evocative locations, for in-depth testing during which you can exploit the full potential of this exceptional multibike.



To register, or for more information about courses and dates: dre.ducati.it
To get to know the DRE community: www.facebook.com/groups/ducatidre

DUCATI

DESMOSEDICI GP14



Peg Perego. Visible Value.

The first emotional victories on a Ducati GP, the exclusive rechargeable electric motor bike designed for young racers from 3 years. Ducati GP is the faithful reproduction of a real motor bike with handlebar accelerator, rubber tread wheels and original engine noise to excite sporty children who love speed. Peg Perego and Ducati bring the values of Italian production to the world. Discover all the details and the full range by visiting www.pegperego.com

Peg-Pérego



MADE IN ITALY



A MADE-TO-MEASURE SUIT. AN EXCLUSIVE GARMENT, HIGHLY TECHNOLOGICAL AND TAILORED, WITH WHICH TO FULLY ENJOY THE EXCITEMENT OF RIDING IN MAXIMUM COMFORT AND SAFETY, WHILE EXPRESSING YOUR PERSONAL STYLE.

PHOTO BY PIETRO BIANCHI



EXCLUSIVITY

The configurator at www.ducatisumisura.com will provide you with an exclusive preview of the suit you've always dreamed of having. You are where it all starts.



HIGH TECHNOLOGY



On request, an expert will take a set of measurements in order to establish the best fit for your build and riding style.





**PERSONALISED
DETAILS**



Your made-to-measure suit will be created together with a Dainese team that is responsible for producing MotoGP and SBK riders' suits.



TAILORING



In just a few weeks you will have a highly technological, tailored suit. An exclusive look with which to ride your Ducati.



Ever Red

Extended Ducati Warranty

EVER RED IS THE EXCLUSIVE WARRANTY EXTENSION OFFERED BY DUCATI THAT ALLOWS YOU TO EXTEND THE PERIOD OF COVERAGE BY 12 OR 24 MONTHS, THROUGHOUT EUROPE AND WITH UNLIMITED MILEAGE. THE BEST WAY TO PROTECT YOUR DUCATI AND KEEP IT LIKE NEW FOR LONGER.

WITH EVER RED, THE QUALITY AND RELIABILITY OF THE DUCATI BRAND WILL ACCOMPANY YOU WHEREVER AND WHENEVER, TODAY AND TOMORROW. EVER RED INCLUDES ADDITIONAL WARRANTIES AND ADVANTAGES TO ENSURE ABSOLUTE PEACE OF MIND DURING EVERYDAY USE, WHEN ON SHORT OR LONG-DISTANCE TRIPS. EVER RED INCLUDES THE DUCATI OFFICIAL WARRANTY VALID ACROSS EUROPE, ROADSIDE ASSISTANCE THROUGHOUT THE PERIOD

OF COVERAGE, UNLIMITED MILEAGE, A WARRANTY COVERING ALL MANUFACTURING DEFECTS, NO UPFRONT COSTS FOR REPAIRS AND TRANSFERRAL OF THE WARRANTY TO THE NEW OWNER FOR THE REMAINING PERIOD IN THE EVENT OF SALE. THE EVER RED PROGRAMME CAN BE FINANCED TOGETHER WITH THE PURCHASE OF THE BIKE: SIMPLY VISIT YOUR LOCAL DUCATI DEALER TO FIND OUT WHICH FINANCING SOLUTION BEST SUITS YOU.

MONSTER

PHOTO BY PIERO CASADEI



STRIPE

AN AGGRESSIVE LOOK AND CUTTING-EDGE TECHNOLOGY WITH TESTASTRETTA 11° 1200 AND 821

T H E N E W M O N S T E R S T R I P E W I T H W H I T E S T R I P E I N S P I R E D B Y D U C A T I C O R S E



An icon of the Ducati range for more than twenty years, seducing generations of fans. Having undergone continuous updates and evolutions in terms of technology and style, without ever betraying its original spirit, it is now presented in a Stripe version

MONSTER STRIPE COMBINES THE UNMISTAKEABLE STYLE AND AUDACIOUS AND ESSENTIAL PROFILE DERIVING FROM THE HISTORY OF THIS MODEL. WITH ITS NEW LOOK, IT INCREASINGLY REPRESENTS THE 'ABSOLUTE NAKED', IN TERMS OF STYLE, PERFORMANCE, VERSATILITY AND RIDEABILITY



MONSTER 821 STRIPE TECHNICAL SPECIFICATIONS
112 hp - 179.5 kg - Brembo monobloc callipers with ABS - Adjustable seat height (785 - 810 mm) - Fully adjustable 43-mm upside-down fork - Headlight fairing

MONSTER 1200 S STRIPE TECHNICAL SPECIFICATIONS
145 hp-182 kg – Brembo Evo M50 monobloc callipers with ABS – Öhlins fully adjustable suspension - Carbon front mudguard - Carbon belt covers - Ducati Performance number plate holder - Headlight fairing



JEFANS

PHOTO BY PIETRO BIANCHI



A NEW ENTRY
IN THE DUCATI
APPAREL
COLLECTION:
COMPANY 2 **JEANS**,
FOR MEN AND
WOMEN.
THEY ARE SPECIAL
IN THAT THEY ARE
TECHNICAL BUT
WITH AN URBAN
LOOK, THANKS TO
SOFT AND **FLEXIBLE
PROTECTORS**
INSERTED
AT THE KNEES
TO ENSURE
SAFETY AND
MAXIMUM
FREEDOM
OF MOVEMENT
AT THE SAME TIME





Versatile but also protective for safe urban riding: the Company 2 jeans are equipped with soft, removable, CE-certified knee protectors and reflecting inserts at the bottom of the leg.

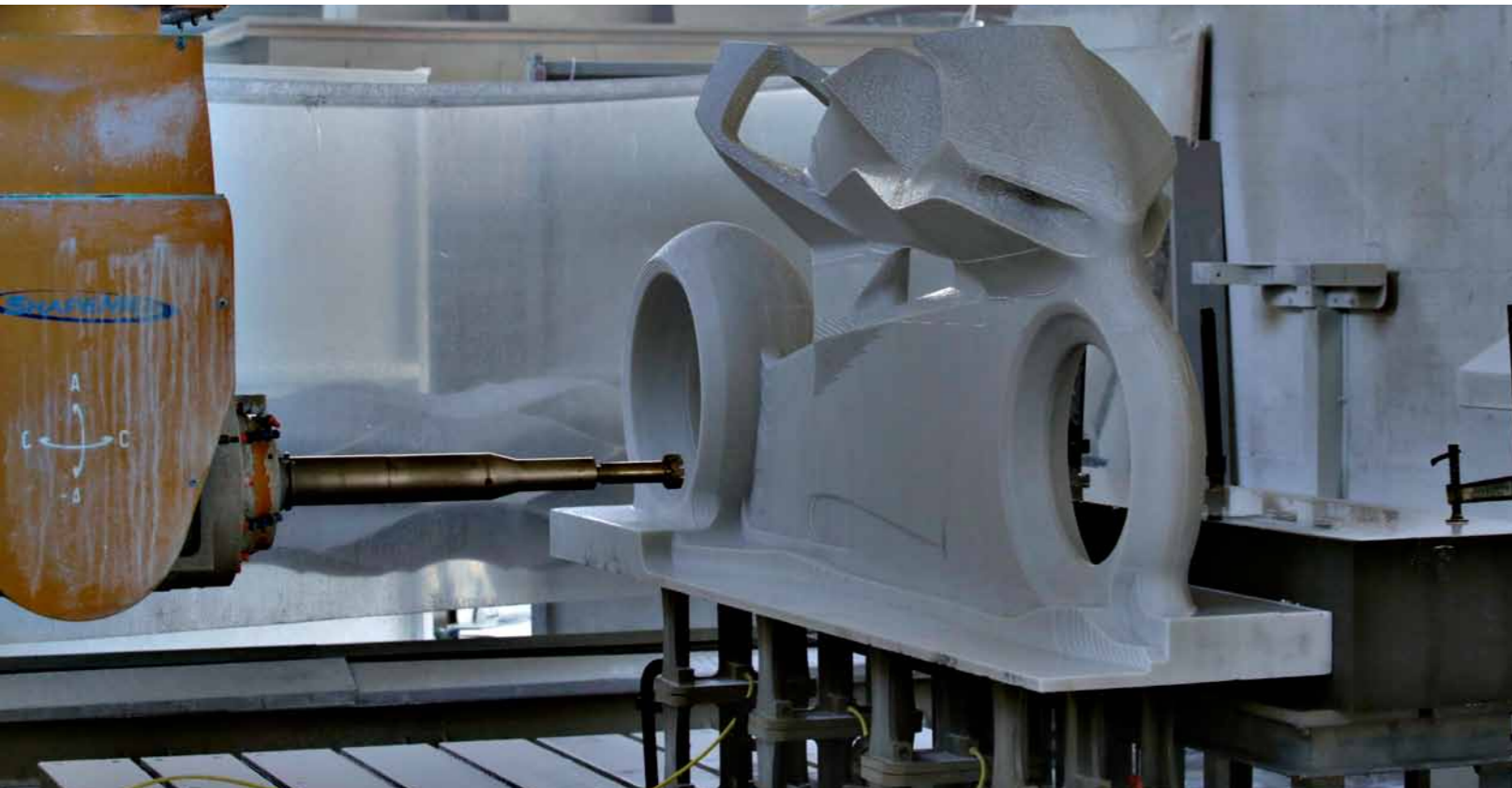


Perfect fitting, jeans made in stone-washed denim and in stretch fabric for the women's version. With inside sections in wear-resistant jersey, as with the men's version.

DUCATI JEANS. STYLE AND PROTECTION



FOR THE JUDO MEAN IN LEVITATE



“MY STRENGTH LIES IN LIGHTNESS” IS THE NAME OF THIS SCULPTURE INSPIRED BY THE AESTHETICS OF THE PANIGALE AND MADE WITH THREE BLOCKS OF CARRARA MARBLE. THIS WORK OF ART COMBINES THE WEIGHT OF MARBLE – THE MATERIAL OF CHOICE FOR SCULPTORS SINCE TIME IMMEMORIAL – AND THE LIGHTNESS OF THIS SUPERBIKE



THE MARBLE SCULPTURE WAS EXHIBITED AT MILAN'S AUDI CITY LAB, IN VIA MONTENAPOLEONE, DURING THE LAST EDITION OF DESIGN WEEK

At the heart of Milan's fashion district, Audi City Lab hosted a number of top level seminars, events and initiatives to which Ducati contributed with the so-called "Lightness Experience", a program including two different installations.

Sportiness and lightness are part of Ducati's DNA and the latter also happens to be quite crucial in a sports bike. Lightness doesn't just mean

low weight, but also being nimble and easy to handle, and entails a steady effort to improve the products.

Based on these assumptions, the Audi City Lab displayed the marble sculpture and a "real" bike, a Panigale R fitted onto the wall in a symbolic frame, which gave the impression of being in absence of gravity, as a further take on the lightness theme.



PHOTO BY DOCKSVIDEO, MILAGRO



1500°C OF HIGH TECHNOLOGY

Sculpted at 1500°C, the monobloc middle case of the Tudor Black Shield – made entirely of high-tech ceramic – delivers a level of resistance which makes it extraordinarily durable, even in extreme conditions. In customised matt black, the aesthetics of the Ducati Diavel Carbon are as powerful and unique as those of the Tudor Black Shield.

TUDOR BLACK SHIELD

Self-winding mechanical movement, waterproof to 150 m, 42 mm case and bezel, both in high-technology ceramic. Visit tudorwatch.com and explore more.



TUDOR
WATCH YOUR STYLE



Timing Partner



i DV 10
L1200

ROSSO

DIAVEL

PHOTO BY MILAGRO



POWERFUL

AGGRESSIVE



Ducati designers definitely never settle for second best: it is not enough to simply create ordinary bikes, each model needs to be interpreted in an original way, making it increasingly distinctive and captivating while always possessing that Ducati-specific DNA: performance, rideability, and technology that helps achieving top-level performance in any situation and always in safety. This is how the Diavel was born; an aggressive, muscular bike that wasn't just created to look good

This is how the Diavel was born; an aggressive, muscular bike that wasn't just created to look good or for its impressive acceleration. On the contrary, it runs and brakes like a true sports bike, is agile in mixed road conditions and in the city, is comfortable, even for two, and doesn't shy away from touring, even over long distances. Furthermore it is unique, unmistakable and with a design that makes your pulse start to run with every glance.

DIAVEL



EXCLUSIVITY, TECHNOLOGY, CRAFTSMANSHIP. IN A LIMITED EDITION

DIAVEL TITANIUM

PERFORMANCE
AND HANDLING
AT ITS HEART.
A 162 HP
TESTASTRETTA
11° DUAL SPARK
ENGINE, FULLY
ADJUSTABLE
SUSPENSION,
BREMBO BRAKES
WITH MONOBLOC
CALIPERS,
DUCATI RIDING
MODES (SPORT,
TOURING
AND URBAN).
THE RESULT?
SPEED,
ACCELERATION,
RIDEABILITY,
SAFETY



A model as exclusive and high performance as the Diavel had to have a version that takes its philosophy to the limit, creating an exclusive bike, enhanced with prestigious components and materials. This is how the Titanium version came about, manufactured in just 500 numbered units.

The Titanium is enriched with details in carbon, titanium, leather, alcantara and billet. The frame boasts a dark chrome coating, the silencer cover is in brushed stainless steel with black ceramic pipes and forged wheel.







THE RED AND THE BLACK

DUCATI

DUCATI DIAVEL CARBON AND THE TUDOR FASTERIDER BLACK SHIELD CHRONOGRAPH. TWO PARALLEL STORIES THAT TELL OF SPORT, STYLE AND PASSION

AN UNPRECEDENTED HYBRID OF A BIKE AND A WATCH: CUSTOMER DESIGNER ROBERTO TOTTI HAS CREATED THE DUCATI DIAVEL CARBON BY TUDOR



ANDREA FERRARESI Design Director Ducati

What is style for Ducati?

Ducati style follows the philosophy that we call "reduce to the max". Each new bike must be authentic, essential, exclusive, sensual, compact and race-oriented.

Tell us about the Ducati Diavel.

The Ducati Diavel represents the bond between the performance of a superbike and the lifestyle of the Monster. With the total black versions, we wanted to underline the aggressive and essential personality of the bike. The Carbon Black, playing with shiny and matte carbon finish, is the top of the range, while the total black standard version is pure aggressiveness.

What does Ducati customisation

represent?

In the Ducati world, customisation is extremely important. You need only consider how the Monster is perhaps the most customised bike in the world. This derives from our sporting heritage: there is nothing more customised than a race bike, cut and fitted to the rider as if it were a tailored suit.

Ducati Diavel Carbon by Tudor, or better...?

Roberto Totti has managed to combine the needs of two seemingly different products. With the Diavel, he has been able to reproduce the same balance of blacks and reds that characterises the Tudor watch. A truly exceptional result.



DAVIDE CERRATO Creative Director Tudor

What is style for Tudor?

Tudor conveys a world of seduction portrayed through style, strength, virility, authenticity, performance and sensuality. Tudor style is authentic, sensual, virile and high performance.

Tell us about Black Shield

Black Shield is the new chronograph presented in 2013 as part of the Fastrider collection, the product line dedicated to two-wheeled passion. Passion for speed and therefore performance and emotion. Tudor's entry into the world of total black has stylistic implications in terms of strength, power and virility that we have interpreted using high-technology ceramics and, on the straps, a new material such as alcantara.

What is customisation for Tudor?

This customisation project was particularly interesting because we started with the spirit of the watch, or more precisely from the solid matt black, that is present in the watch through the use of high-technology ceramics and because of the red marks within the black. Somehow by the proportion between red and black.

Ducati Diavel Carbon by Tudor

Another version of the Black Shield comes in black and sand colour with a beige alcantara strap. Considering the 'aggressive' result of the black and red.

1,000,000 BIKES PRODUCED! A MONSTER SETS THE RECORD



The long-awaited milestone was finally reached at the end of last year when a flaming red Monster 1200 S came off the production line at Borgo Panigale, to the enormous satisfaction and pleasure of management and employees. This achievement is also a result of the continuous growth over the last five years, with 45,100 bikes produced in 2014, another new record.

The Monster, with a special, customised laser screen print, was delivered to its lucky owner during a special ceremony, in the presence of Ducati and Audi top management.

www.ducati.com/milionesimamoto



DUCATI, A GREAT PLACE TO WORK

Ducati has been officially certified by the Top Employers Institute, the board that attests the excellence of working conditions offered by companies to their employees. The results of this year's survey have been made public and Ducati is one of the companies selected and certified in the 2015 Top Employers Italia list.

OUR COMMITMENT TO ENVIRONMENTAL PROTECTION IS REWARDED

In December 2014, Ducati obtained Environmental Certification ISO14001, a standard that companies apply voluntarily. This is an important result in terms of environmental

impact, and regards optimising the use of energy and water resources as well as reducing waste. Certification also includes Ducati Corse's track activities.



DESI: DUAL EDUCATION SYSTEM FOR STUDENTS



Inspired by Germany's professional training schemes, this project offers those students attending technical and professional institutions a path that combines periods at school with periods of in-company training. 48 students have been selected and the 2-year training period will be divided into blocks of 6 and 5 months. The first is spent at their own school where they will cover basic subjects such as Italian, History, Maths and English, as well as the principles of mechanics and electronics. Students will then spend time at the Ducati and Lamborghini Training Centres training as CNC Operators and Mechatronic Technicians. 21 students started their course at the Ducati Training Centre in March and, once they finish their training course, will receive the Italian "Diploma di Maturità di Istruzione Professionale Superiore".



DUCATI MONSTER



1198 RC



TURBO TOUCH



MULTI PLAY RACE TRACK

CHICCO AND DUCATI, TOGETHER IN POLE POSITION!
 The line of products that combines Chicco's specialisation in the world of children with the unmistakable racing design of Ducati.
 Toys with which kids can use their imagination and creativity skills to create situations that are typically tied to the adult word, helping them to develop their own identity.



www.chicco.com



wherever there's a baby

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Taste the Italian Passion

DUCATI
CAFFÈ



An exclusive example of Italian excellence, Ducati Caffè is the concept restaurant and lounge bar where passion and style reign supreme. Here, outstanding food and wine, coffee, merchandise and apparel all come together to provide a unique, exclusive, exciting atmosphere. A stunningly modern venue, Ducati Caffè also offers its own-brand wine and confectionary together with a multi-sensorial experience that is unforgettable.

ducatcaffè.com

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CAFFÈ