



**Ducati** Elite Experience

**MOTOR  
VALLEY  
EXCLUSIVE  
PREMIÈRE**

| 13<sup>th</sup> – 16<sup>th</sup> July 2023 |

**Dream. Experience. Share.**

# Index

03 Experience >

11 Motor Valley stages >

17 Accommodation >

19 Packages >

21 Contacts >



# Experience

## **Motor Valley Exclusive Première: art, food and engines.**

A four-day, three-night tour in the land of speed, where the world's highest performance engines are born.

You will ride a Ducati motorcycle through picture-postcard landscapes and discover lands that have shaped the history of motorsport.

A unique occasion in which Ducati will open the doors to inaccessible areas of the company and unveil a preview of new motorcycles in the Ducati range.

You will take part in guided tours of the most famous factories and museums in the Motor Valley and have the opportunity to taste the excellent local cuisine.

# An immersive experience into the world of Ducati

- Borgo Panigale Experience
- Private Room with a preview of the new Ducati range
- Ducati Riding Experience
- Art & Food Experience designed by Chef Massimo Bottura from Modena
- Bologna guided tour

# Borgo Panigale Experience



You will live an immersive experience at the heart of Ducati, walking through the history and the stages that lead to the creation of our bikes, accompanied by our top experts.

You will have the opportunity to meet the Ducati top management, access reserved areas of the company, as well as experience an exclusive preview of new Ducati products.

# Private Room with a preview of the new Ducati range



You will discover the uniqueness of a new top-of-the-range model. The perfect opportunity to experience a live preview of one of the most prestigious new motorcycles, presented in an intimate setting by those who conceived and designed it.

# Ducati Riding Experience



A journey through the charming Emilian hills to discover the motorsport history, across the legendary place where the fastest engines come from.

You will enjoy an exciting riding experience to visit the headquarters and museums of Lamborghini, Ferrari, Pagani and Panini.



# Art & Food Experience designed by Chef Massimo Bottura



You will take part in a unique culinary journey at the Casa Maria Luigia guesthouse, where you will savor the iconic dishes from Massimo Bottura's Osteria Francescana, surrounded by his collection of engines and contemporary artworks. To complete the experience, you will be guided to discover the Acetaia Maria Luigia, where Chef Bottura produces his own Extravecchio Balsamic Vinegar from Modena.

# Bologna guided tour



Together with expert guides, you will explore the magical city of Bologna, strolling along its characteristic porticoes and discovering the medieval historical center with bars, theatres and shops.



# Motor Valley stages

# Style, sportiness and exclusivity: a unique journey

Discover the brands that have created true masterpieces on wheels:

- Panini Museum
- Lamborghini
- Horacio Pagani Museum
- Ferrari Factory and Museum

# Panini Museum



The museum houses one of the most comprehensive collections dedicated to Maserati and boasts rare models such as the A6GCS "Berlinetta" Pininfarina, of which only four were produced. The model, with "barchetta" bodywork, won the Mille Miglia award three times in its category.

# Lamborghini



A private guided tour of the factory and museum awaits you. You will admire the iconic models produced from 1963 to the present day. You will also gain an insight into the workings of the Lamborghini factory by walking along the assembly lines of these Super Sports cars and visiting the carbon fiber department.

# Horacio Pagani Museum



The museum retraces the steps of the young designer who came to Modena from Argentina to build a supercar so beautiful that he could display in his living room. A tribute to passion, dreams and determination, an homage to automotive art.

# Ferrari Factory and Museum



An exciting journey into the world of the 'prancing horse' through the development, painting and assembly plants and the images and trophies that have written the history of Scuderia Ferrari.

The world of Ferrari, yesterday, today and tomorrow.





# Accomodation

# Grand Hotel Majestic



You will stay at the Grand Hotel Majestic "già Baglioni", the most esteemed luxury five-star hotel at the heart of Bologna, housed in a historical and prestigious palace dating back to the 18<sup>th</sup> century.



# Packages

# Packages

- **Top Ducatista alone** €5.900  
(single room; VAT included)
- **Top Ducatista with guest** €11.600  
(2 single rooms; VAT included)
- **Top Ducatista with guest** €10.900  
(double room; VAT included)
- **Family package**  
**available upon request**

Services included:

- 3 nights at Majestic hotel with breakfast.
- 4 lunches and 3 dinners.
- Assistance from professional tour leaders for the duration of the trip.
- Activities described in the program, including riding experiences with models from the Ducati range.
- Transfers to and from the airport and for all activities in the program.
- Specific transfers for participants who do not want to ride motorcycles.

# Contacts

For any additional questions, please contact our dedicated reservations team at:

**TopDucataista@ducati.com**

**+39.338.811.33.43**

