

DUCATI

The Redline Magazine

1|2019

Multistrada 1260 Enduro

A whole new world. Yours to conquer.



Always more

Since becoming a part of the big Ducati family, there has been no year-end that hasn't moved me when I think about the main events characterising it. And 2018 is no exception... I recall the incredible success of the tenth edition of World Ducati Week, with record attendance of more than 91,000 at the Misano circuit, not to mention the Race of Champions starring the Panigale V4 and twelve of our MotoGP and SBK riders, the absolute highlight of the show! Then the MotoGP championship, which brought us 7 race wins and where we consistently played a starring role with our first-rate riders and bikes. An achievement only underlined by the category's speed record, 356.4 km/h, set by Andrea Dovizioso at the Mugello GP! These numbers and emotions remind me, and remind us just how strong and consolidated our brand is in the hearts of fans around the world, the very fans who have inspired, and continue to inspire the concepts of Style, Sophistication and Performance that steer all of our activities.

These guidelines have become part of our DNA, and guide us as we continue to research new products, new product segments and new emotions to bring to our fans. We want to expand our range to an increasingly wide fanbase, while remaining faithful to those principles at the root of our success. And so, to complete our development philosophy, I also add the concept of



Out to conquer Croatia

Jadranska Magistrala
Adriatic Highway

Karlobag 44°31'04.8"N 15°05'14.7"E

"We accept every challenge."

Performance Redefined, which refers to the creation of models that are always high-performance but also 'friendly' and safe, suited to every type of rider. These are our values, ones that make us and our company compact, solid and global; values that allow us to look to the future with confidence and optimism. It is these values that characterise the new 2019 range, which we presented at the Milan Motorcycle Show, the new Panigale V4 R being the undisputed queen. We have renewed the Scrambler range, presented new versions of the Monster and the Multistrada, and launched highly anticipated products such as the Hypermotard 950 and the Diavel 1260. And then there is the Panigale V4 R, a bike stemming directly from the racing world, thanks to MotoGP-derived aerodynamics that increase stability during every riding phase.

And this brings us to dreams relating to the great on-track challenges that await us in this 2019. The first lies in the WorldSBK, with the debut of the Panigale V4 R, tasked with taking up the winning baton from our hugely successful twins. And the other big dream, one that I want to gift to myself

and to you all, is that we will once again play a starring role in the MotoGP world championship. A tough task, as our rivals are very strong, but one that we are working on with total commitment and determination. Thanks to everyone who has contributed to making 2018 such a great year and, first and foremost, thanks to the men and women of Borgo Panigale who make all this possible each and every day. We are ready for a 2019 that I am sure will bring great satisfaction and excitement.



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DUCATISTI

I'm a Monster - Filippo Polidori

The heart of Ducati

It was July 4th, 1926 when in a small workshop in the heart of Bologna, Adriano, Bruno, and Marcello Cavalieri Ducati developed a new technology to use in the production of an electric condenser, the "Manens". Engines would only enter the scene in 1946, but technical ingenuity and innovation have been the cornerstones of Ducati's history from the very beginning. These were starting points for developing the know-how that today is among the most advanced in the mechanical industry and beyond. But the products that leave Borgo Panigale, ready to reach every corner of the world, are not simple motorcycles

but true dreams on two wheels. This happens because in addition to the ideas and the skills, these incredibly sophisticated vehicles are made unique by the passion of the women and men who day by day, with precision, dedication and attention to detail, treat them as if they were works of art. Authentic people, driven by a real passion. People who every day are able to create unique experiences and define new points of reference. Real "Ducatisti" who always get excited when they see the characteristic red color or when they recognize the unmistakable sound of the desmodromic engine.

**It takes genius
and passion
to build a dream**





**Our people.
As unique as
the Desmo
sound. As
exciting as
the red color.**

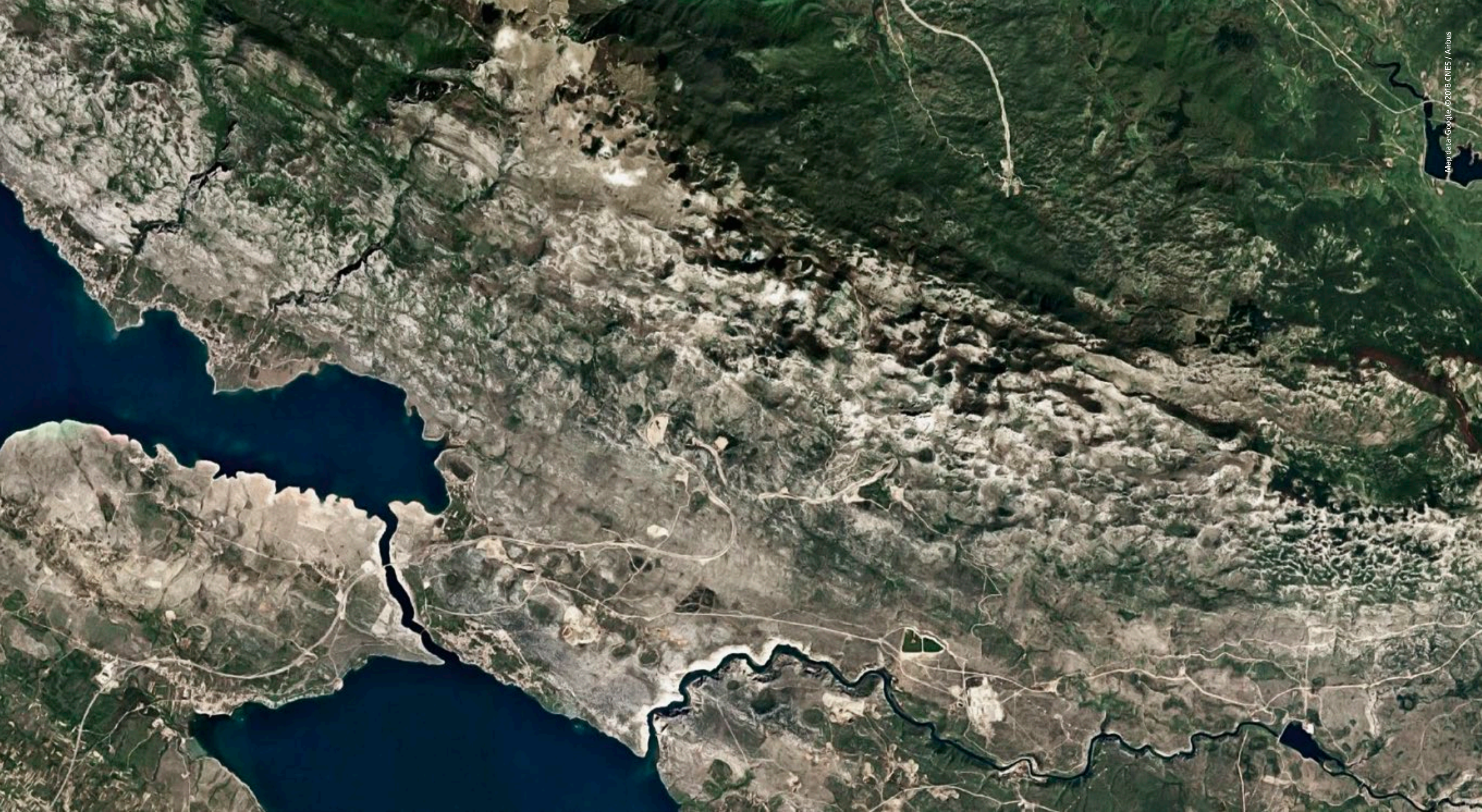
They are the ones who have made this history possible, a history spanning more than ninety years. It is thanks to their pride and their sense of belonging that extraordinary achievements have been reached and others are sure to be reached in the future. From those at the tables in the Design Center who draw the sketches that will bring the new models to life, to those who oversee the

intake systems at the motorcycle test bench, the constant quest for excellence is the driving force behind all those who work at the headquarters in Borgo Panigale, the two production plants in Amphur Pluakdaeng Rayong, Thailand and in Manaus, Brazil, and the ten commercial branches that represent Ducati on all the continents. And who contribute to creating a world that is like one big family.

Populated by reliable and competent people. Determined, demanding and stimulating. Proudly anchored to its roots, but confidently projected into the future.

Keep evolving together





Map data: Google, ©2018 CNES / Airbus

Discover

Croatia,
off the beaten track.

Beyond boundaries

A whole new world.
Yours to conquer.



A trip of wonders

Bordering the coastline. From Rijeka to Pag.

An outing as gratifying as a genuine trip. A route that condenses an extraordinary variety of scenery and lands in just a few hundred kilometres: the asphalt of the coasts and the dirt roads of the mountains, and then the rock, sand and gravel of the surfaces of an island, Pag, rightly considered “lunar”. The new Multistrada 1260 Enduro, with its strong though versatile and always enjoyable temperament, takes us in search of Croatia and its atmosphere, perfectly balanced between Adriatic and Continental culture and a Mediterranean Sea that already smacks of the deep south.

Beginning in Rijeka, we give ourselves over to pleasant coastal roads: to our right, the deep blue of the sea, the green of the Kvarner Gulf and the resplendent island of Krk. The gentle hill roads of Bribir carry us to our first destination, the picturesque little port of Senj, where we are refreshed by excellent Croatian seafood dishes, so very similar to those of Venice, and a masterfully mixed drink. The next day, after a visit to the Senj fortress, we set out in the direction of Pag, enjoying the rugged cliff faces, craggy inlets and bright Mediterranean scrub along the coast.

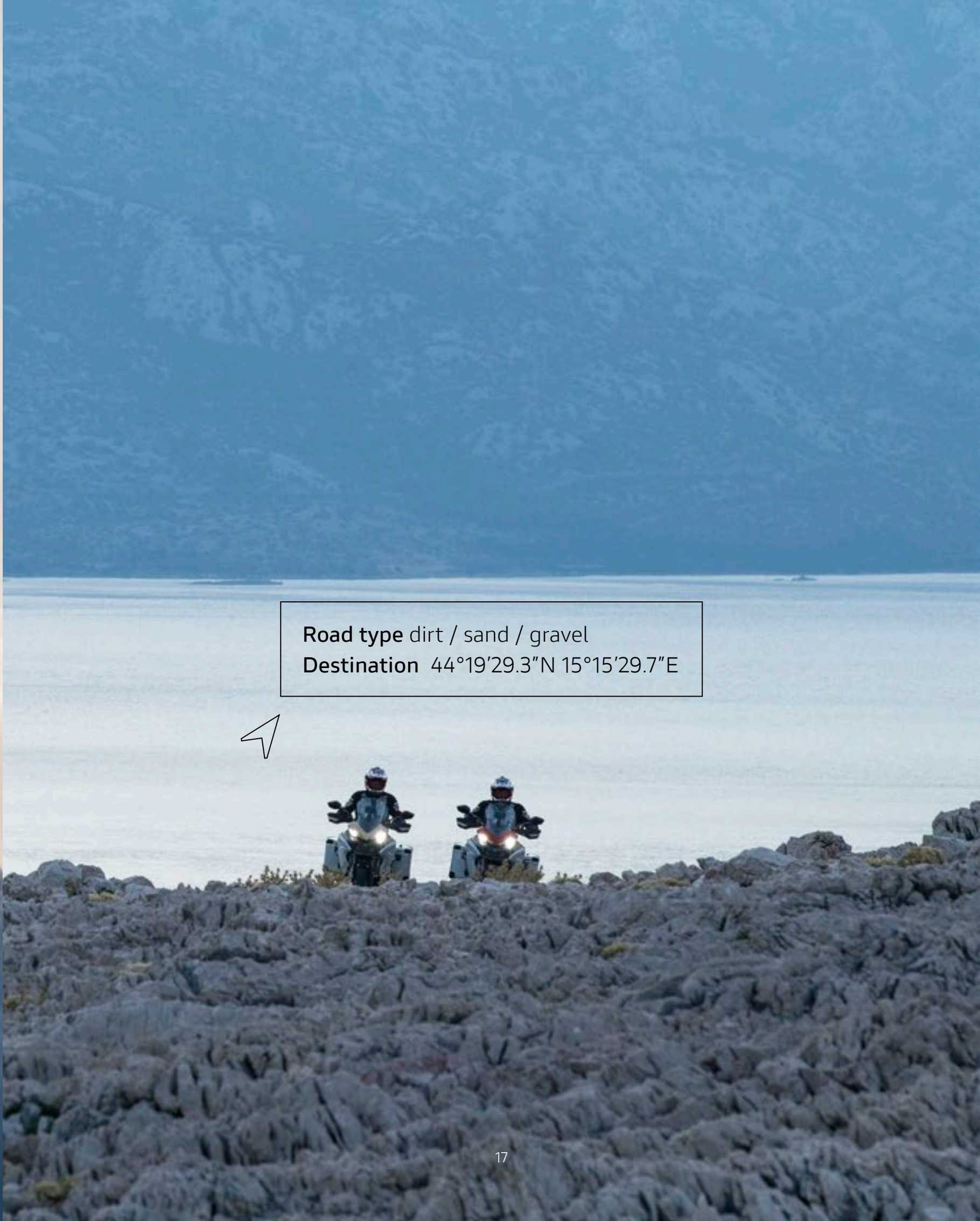


Road type paved
Destination 44° 59' 21.696"N 14° 54' 12.978"E



Riding on the lunar surface. The Island of Pag.

After a quick stop to take in the view from above Karlobag, we take a little jog back north. At Prizna we catch the ferry to Pag. Croatia's fifth-largest island welcomes us with its rugged, bare, predominantly karstic terrain, the only one of its kind among the Croatian islands. We pass through fantastical stony landscapes, blinding expanses of rocks, deserts of massive boulders eaten away by the Bora wind. The new Multistrada 1260 Enduro takes the variations in this "Martian" terrain in its stride, thanks to the ideal riding mode and to its great stability, even on the most challenging of surfaces, the result of its sophisticated Ducati Skyhook Suspension Evo (DSS), which automatically guarantees the optimal set-up in any conditions. We stop for a break at Metajna beach, an enchanting combination of crystal-clear water and white pebbles. Then, in the town of the same name, we eat a meal as simple and rustic as the island itself: the renowned Pag cheese, savoury lamb, grapes and figs. We continue our journey across this magical island "moonscape" until we reach civilisation, the city of Pag.



Road type dirt / sand / gravel
Destination 44°19'29.3"N 15°15'29.7"E



Road Type gravel / mud / rock
Altitude 1,044 m
Destination 44°17'24.9"N 15°39'09.0"E

Following the dragons' way. The Mali Alan pass.

The next morning we are back in the saddle, crisp air like an invitation, and we say goodbye to Pag. Passing over the imposing Maslenica bridge, we come to Obrovac, where two gulfs come together to meet one of Croatia's most pristine rivers, the spectacular Zrmanja. We are just a few kilometres from the border with Italy, but it feels like Colorado. The magnificent canyon is a protected site, and it attracts rafting, kayaking and canoeing enthusiasts from all over Europe. From here we climb a road that is only partially paved, the legendary Mali Alan. To reach the 1,045 m pass, one must climb a mostly gravel road, where the new Multistrada 1260 Enduro displays all of its explorer's talent. Along the way we come across a herd of ibex, definitely unaccustomed to visitors. The chapel near the pass is shrouded in mystery, and legend says this place is inhabited by dragons. It is not hard to believe, in a place so remote, and yet so close to home. We did not bring back any souvenirs from this adventure, and yet, we doubtless brought home a little of its ineffable magic in our pockets.



Pag Bridge

Destination $44^{\circ}19'29.9''\text{N}$ $15^{\circ}15'28.8''\text{E}$





The new **Multistrada 1260 Enduro**.
For every rider, in any condition.

Multistrada 1260 Enduro

Power 116 kW (158 HP) @ 9,500 rpm
Torque 129 Nm (95.5 lb-ft) @ 7,500 rpm



Scan this QR code
to get more bike insights
and multimedia contents.



Experience

Learn to
overcome.

Enduring travel pleasure



An African rally-raid pro, with no less than 10 Paris-Dakar events to his name, Beppe Gualini is the master of adventure and the Technical Director of the DRE Enduro.



Never leave anything to chance. This is the first fundamental rule when preparing for a trip. The slightest of errors, the smallest oversight may result in failure. Everything needs to be in order and working perfectly. Chain tension, oil level, suspension adjusted to suit the load... And if the bike is quiet and does not give off any warning signs, that does not necessarily mean all is well. Be sure to give it the care, attention and time it requires.

Master all roads with Beppe Gualini's riding tips

Weight and bulk are key. It's not so much what we take with us, but what we leave behind. Lightness, and the relinquishing of all superfluous items, is the secret to any travel pack. I personally make a double selection. I prepare my gear, lay it out on a table and then remove anything that isn't absolutely indispensable. If you have any extra space, it's better to use it for a spare part or an extra spanner,

rather than an accessory we can do without. Always keep in mind that we're preparing for a trip, not a holiday. The number one goal during this preparatory phase is to ensure maximum autonomy. Besides collecting items to bring home that will remind us of the experience for the rest of our lives.





No matter the situation, no matter the riding mode. Whatever the conditions, I feel an explosion of reactivity from the new Multistrada 1260 Enduro that makes it truly unique. And this is what I appreciate most. The fact it has no limits. It is the bike I use for everyday trips, and the ease of riding it offers amazes me every time. But it is also, and above all, the ideal bike for long journeys,

thanks to its unrivalled comfort. If I'm riding along and feel like going fast? I twist the throttle and fully exploit the engine's potential. And if I decide to leave the asphalt and explore off-road, the new Multistrada 1260 Enduro lets me do so with absolute peace of mind, because I know that I can go anywhere and overcome any obstacle with this bike. It is perfect for a trip I am saving up,

to one of the few places I've not yet been able to cross: Tibet. Unique mountains, a land that is both magnificent and daunting. A challenge that appeals to me, for both the history and the harshness of the place: elements that, as far as I'm concerned, sum up the true essence of adventure, a constant in my life.

The world as you have never known it before

No place is too far, if you are able to travel there on a Ducati. Whether on an out-of-town trip or a great adventure, alone or with other Ducatisti, the important thing is to set off. Doing so is now easier than ever, thanks to a range of very varied and customisable travel experiences and solutions.

Ducati Adventure Tour

Conceived by Beppe Gualini, the new Adventure Tour takes participants on a breath-taking three-day itinerary in search of adventure, fun, good food and a passion for two wheels. A unique experience, to enjoy on board the new Multistrada 1260 Enduro, equipped with Pirelli Scorpion Rally knobby tyres and configured to ensure maximum performance and traction on off-road paths.



The Tour has limited space and is open to those who already have off-road experience or who have taken part in the DRE Enduro Academy course. For full details, contact experience@ducati.com.

The Ducati experience. Your way.

Travel Partners

Exclusive, customisable solutions to fuel your passion for adventure: the range of tours and travel packages from our Travel Partners ensure authentic Ducati experiences that are all about discovery and fun.



Rental Partners

Take in the full Ducati range and select the bike that best suits your needs: the Ducati Rental Partners allow you to combine adventure with the freedom to choose your journey and routes.



Your Extraordinary Journey

All the dimensions of adventure,
with the new Multistrada 950.



Multistrada 950

Fun and versatile

Introducing the Borgo Panigale bike with mid-size engine, designed to condense all the excitement of the Multistrada into an agile, accessible and versatile format. With its new S version, equipped with all the latest innovative technologies, the Multistrada 950 now achieves even greater levels of safety, performance and riding pleasure. Thanks to new lateral wings that make for an even cleaner, streamlined front section, a hydraulic clutch and Bosch ABS Cornering, which increases the active safety of the bike, the new

Multistrada 950 comes increasingly close to its bigger sisters. The electronic suspension with Ducati Skyhook Suspension (DSS), Ducati Quick Shift up & down (DQS), full LED headlight with Ducati Cornering Lights, 5" colour TFT display, Hands Free system, Cruise Control and back-lit handlebar controls are all included to ensure a full range of standard equipment, making the Multistrada 950 S the perfect multibike for both long-range trips, even as a couple, or day to day riding.





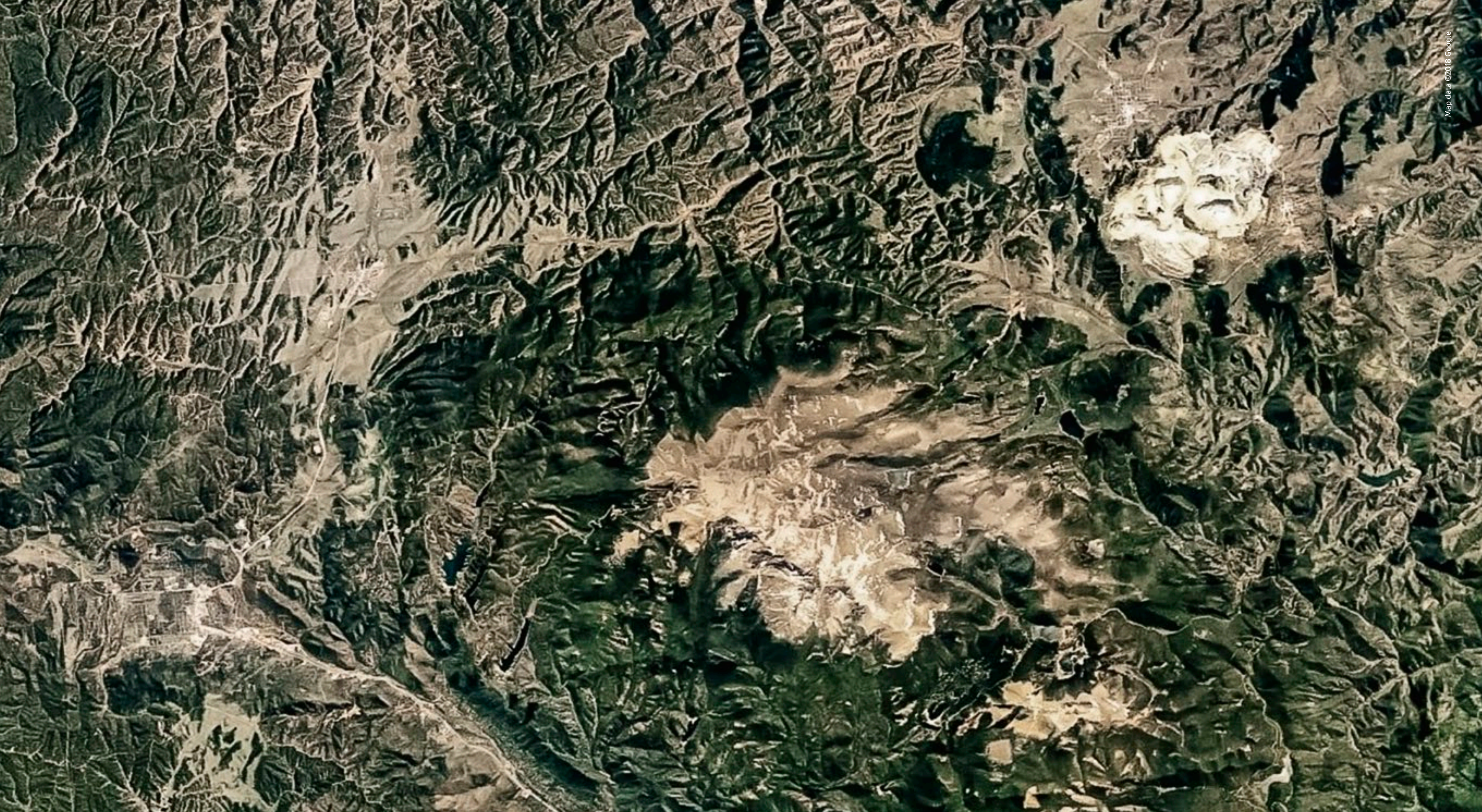
The new **Multistrada 950**.
Non-stop thrills.

Multistrada 950

Power 83 kW (113 HP) @ 9,000 rpm
Torque 96 Nm (71 lb-ft) @ 7,750 rpm



Scan this QR code
to get more bike insights
and multimedia contents.



Ascend

Faster and higher.
Pikes Peak.

19.99 km of road. 156 curves. A nearly 1,500 metre difference in elevation between the starting line, located at 2,862 metres above sea level, and the finish, at 4,300. On one side, trees that give way to rocks. On the other, a precipice.

Ducati and Carlin Dunne, together for the fourth time, conquer the summit of Pikes Peak, thanks to a winning mix of performance and courage, determination and speed. A memorable return to this legendary Rocky Mountains peak, with a time of 9'59"102, which awarded this Santa Barbara rider the first-place slot, ahead of Rennie Scaysbrook and Codie Vahsholtz, the other Ducati rider in the race. Known the world over as the "Race to the Clouds", this is the

competition that awards the title of King of the Mountain. The 96th edition of the Pikes Peak International Hill Climb saw the Multistrada 1260 Pikes Peak appear in a special configuration created with the collaboration with Shell Advance, Brembo, Pirelli, Termignoni, Spider Grips, Ducati by Rizoma, Race Tech, Revl and Racing Cowboys. The result? A one-of-a-kind blend of efficiency and reliability. A perfect machine, powered by an extremely agile engine, the 1262 cm³ Testastretta DVT.

An achievement rendered even more impressive by the race conditions. Days of trials in the hot summer sun, the track becoming increasingly gummy while sector times were constantly improving. Then, the unforeseeable

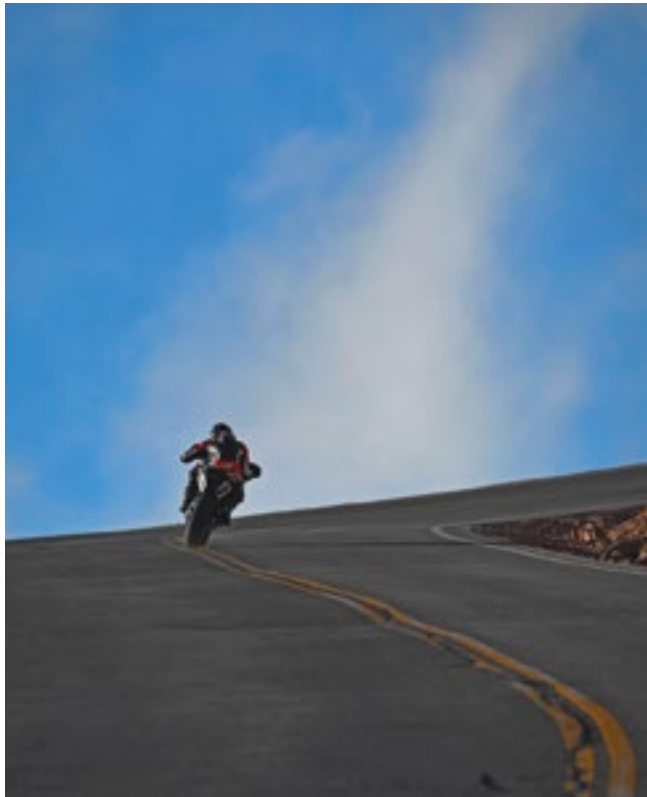
– a severe storm the afternoon before the race. Winds at over 150 km/h. Rain and sleet, snow at the higher elevations. The track covered with dust and pollen, the knowledge of having to take on the race starting from zero, with no frame of reference. But the Multistrada and Carlin Dunne know no obstacles. The synergy is perfect. At the centre is the rider, in total control and in complete harmony with his bike. The pair proceed, confident, assaulting the steepest slopes with determination while taking on the more rugged sections of road with delicacy, successfully tackling each hairpin bend with strong acceleration and elegant cornering lines.

As in the historic 2012 edition, Carlin Dunne and the Multistrada

Race to the clouds



once again broke the ten-minute barrier, and beat Scaysbrook’s KTM to claim the highest tier of the podium by seven-tenths of a second. Seven, like the number of victories Ducati has amassed in the eleven years since its first triumphant entry into this competition. A race that is one-of-a-kind, legendary and, in some ways, mystical. A race against time. A competition set amidst nature at its most extreme. A climb that breaks through into the last frontier, beyond the limits of the sky.



Carlin Dunne

Carlin Dunne, who has been riding since the age of 9, has achieved victories on every sort of terrain possible, from the rocks of Pikes Peak to the desert of Baja California.



“As amazing as we all hoped”

Destination Pikes Peak
Length 4,720 feet
Altitude 14,115 feet
Grades averaging 7,2%

Multistrada 1260 Pikes Peak

Power 116.2 kW (158 HP) @ 9,500 rpm
Torque 129.5 Nm (95.5 lb-ft) @ 7,500 rpm



Scan this QR code to get more bike insights and multimedia contents.

When freedom becomes performance



Ducati MIG-RR. Breaking the boundaries of Enduro.

A new way to experience off-roading, with complete freedom and the greatest possible fun. E-mountain bikes have been revolutionising the off-road experience, multiplying the number of trails that can be tackled on knobby tires and opening up routes that, until now, could not be ridden without the assistance of an engine. Product of a partnership with the Italian company Thok E-bikes, the new MIG-RR brings Ducati style and performance to the world of e-mtbs and, thanks to exclusive technical solutions, like the wheels' diameters

and the suspension set-ups with different degrees of wheel travel – 29" by 170 mm at the front and 27.5" by 160 mm at the rear – it has marked itself out as a true "enduro", capable of satisfying the needs of the most expert of riders. Equipped with top-level components and enhanced by its design, conceived by Aldo Drudi's D-Perf with the support of the Ducati Design Centre, the MIG-RR will be distributed throughout Europe through the Ducati dealership network beginning in spring 2019.



Engineer Your Dream

Future Innovators Create With Meccano



Ducati Desmosedici GP Building Kit

MECCANO
ENGINEERING & ROBOTICS



IGNITE YOUR PASSION

with Ducati Wall Art and
Fashion Items



BeARTY

BEAUTIFY YOUR LIFE

Official Ducati Art Collection exclusively available on

www.bearty.com



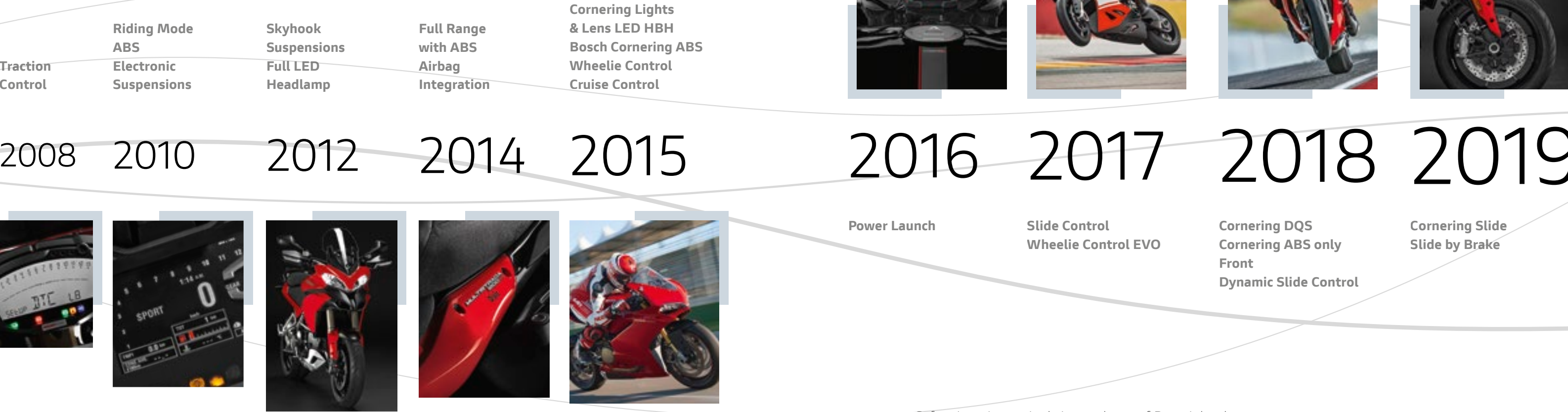
Ultimate Control

A road, a series of turns and straights that link them together. There is nothing better than enjoying this on a bike, leaning, braking, accelerating. All actions we can carry out with confidence, thanks to the enormous progress being made in the field of safety, a subject that is always front and centre for Ducati. Our bikes are equipped with increasingly cutting-edge technologies and increasingly advanced active safety systems, such as ABS Cornering, Traction Control and Wheelie Control. Our technical apparel is designed and developed to ensure maximum ergonomics, facilitate interaction

between the rider and bike, and ensure the utmost protection in case of a collision. In addition, since 2003 Ducati has offered training opportunities with the DRE Riding Academy, its courses having attracted more than 10,000 participants to date. This chapter is now enriched with a commitment to scientific research, with the “Occhio alla Sicurezza”, or Eye to Safety project, created to increase our awareness on the road and allow us to fully enjoy the pleasure and emotions of motorcycle riding. And to ensure that every road becomes a better road.



Safety Roadmap



Safety is an increasingly integral part of Ducati development strategy. Launched in 2008, the Safety Roadmap has allowed us to achieve important goals in terms of the active and passive safety of motorcyclists year after year. Projected as far as 2025, this research and testing plan perfectly embodies the values of Style, Sophistication and Performance, and allows all those who choose Ducati to enjoy a cutting-edge riding experience that is safe, comfortable and relaxing.

ABS cornering

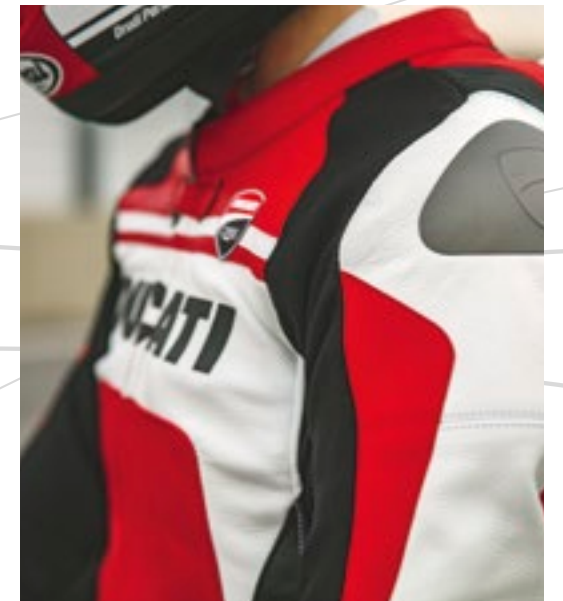
**You lean.
You brake.
You do
not crash.**

A milestone when it comes to the development of the active safety concept, the introduction of ABS Cornering has radically changed our approach to braking through a turn. Integrated with the traditional ABS, the system serves to resolve what was probably the only remaining "blind spot" in terms of a bike's active safety. Leaning over with the bike, it is now possible to achieve the kind of deceleration that would be unthinkable for an average user, exponentially reducing braking distances and eliminating any unexpected loss of grip at the front and rear, a real bugbear for any motorcyclist. ABS Cornering has changed the perception of riding safety, raising the bar in terms of the riding experience and its inherent pleasure.

**A cornerstone
of biking.**



A safer style



A jacket should be comfortable but sufficiently close-fitting so as to shield and hold protectors in the correct position in case of an impact. It should be selected based on its intended usage and the conditions in which it will be worn.

Certain risks are not worth taking. Riding with unsuitable equipment is one such example. Motorcycle equipment is designed to protect the rider against the dangers of riding on the road, off-road and on track, to limit the risks relating to the weather conditions and to ensure comfort and ergonomics.

The helmet protects the motorcyclist's head: the external shell resists penetration and abrasion, while the inner padding absorbs impacts. A helmet should always be replaced after a violent impact and, preferably, within five years of its first use.

The new European regulation, which Ducati already respects with most of the articles in its collection, renews quality standards and parameters for the certification of specific motorcycle apparel, which must protect against the risk of impact and abrasion.

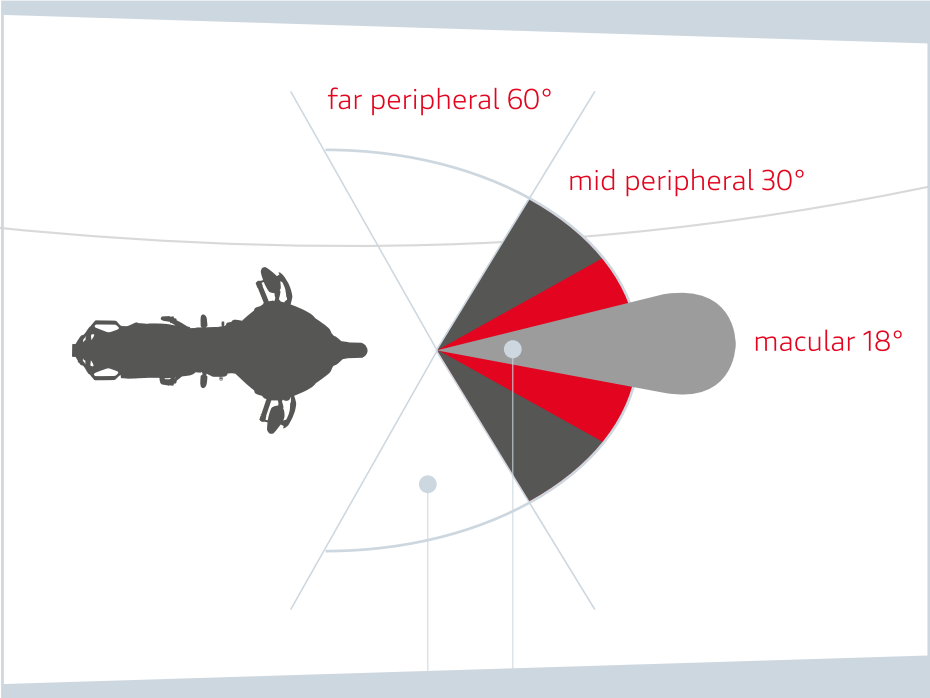
DRE riding tips



Teaching provided by high-level instructors, the opportunity to test new models in the Ducati range and an infinite dose of fun are what makes every DRE course such a unique experience. Two courses are available: the first, for those seeking a safer, more comfortable ride, and the second, designed for those who want to fully exploit the sophisticated electronic systems incorporated on most Ducati bikes.

Technology with techniques

As the bikes continue to evolve, our commitment to train riders to be more knowledgeable, educated and aware intensifies in equal measure. Because the riding experience is at the heart of it all and should be totally worry-free. The DRE Academy is a course/workshop that intends to teach all enthusiasts to think only about enjoying the road, starting with the twists and turns, the highlight for any real motorcyclist. Executing them safely depends on the positioning of one’s body and, particularly, one’s focus. Recognise, avoid, resolve: our eyes are the starting point when it comes to riding safely and with healthy enjoyment, and the dedicated training offered by the DRE Academy course helps us to understand why.



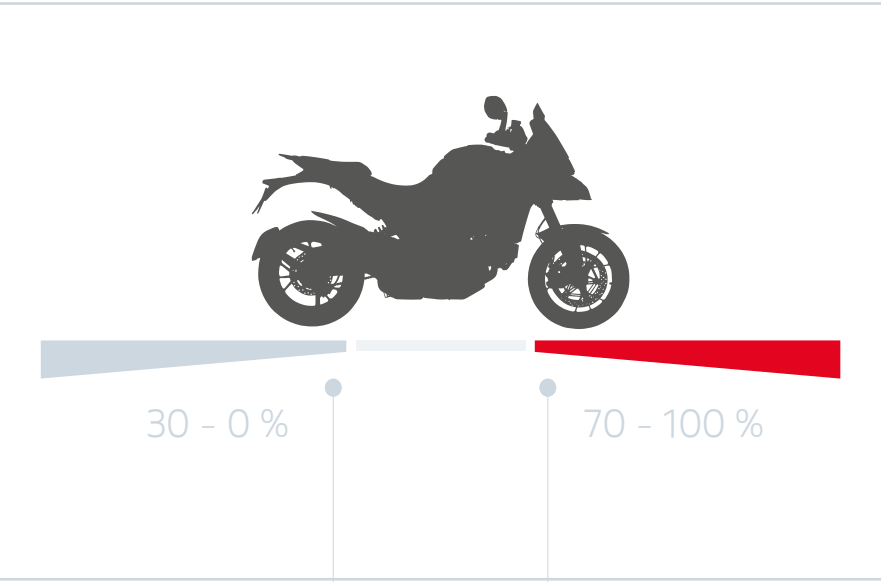
It’s essential to maintain the correct posture already along the straight. The head and chest lean slightly forwards. Arms and elbows are tucked in, close to the body. Knees hug the tank. Eyes look as far ahead as possible, to widen and fully exploit our visual field, which for the average person is around 208°.

It all depends on view

Central vision has a directional function, guiding the vehicle.

Peripheral vision allows for perception of the surrounding conditions.

Braking is the most important phase. It is done by acting on both brakes at the same time or, preferably, slightly earlier on the rear brake, and in a progressive manner. During the braking phase, particularly with emergency braking, it is extremely important to “anchor yourself” to the bike to prevent any impulsive transfer of load, extending the legs and hugging the tank with your knees. In doing so, your focus should remain high, aimed at a possible run off area.



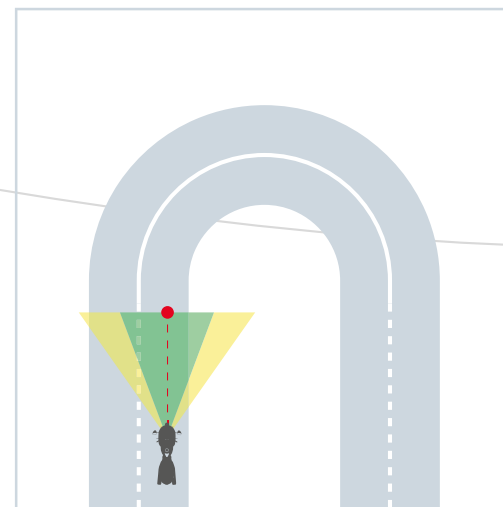
Load is transferred from the rear wheel to the front wheel.

This is the measure according to which braking power should be balanced.

Look

when approaching

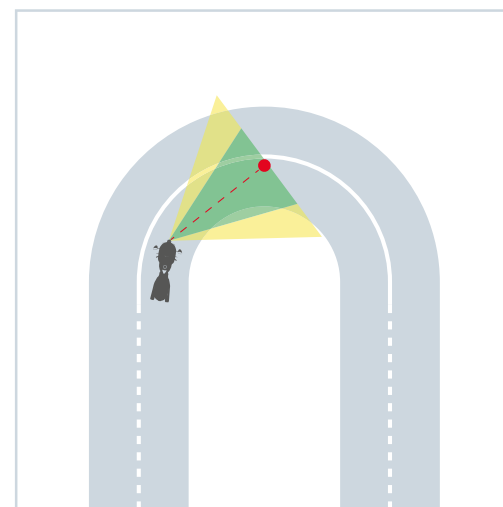
As we approach the corner, we identify the braking point, keeping our focus long and deep, in order to maximise our visual field.



Look

when cornering

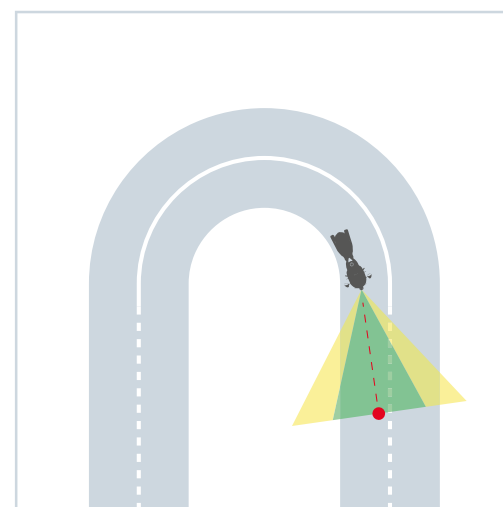
Once the bike enters the corner, we move our visual target as far ahead as possible in relation to the direction of the turn.



Look

when exiting

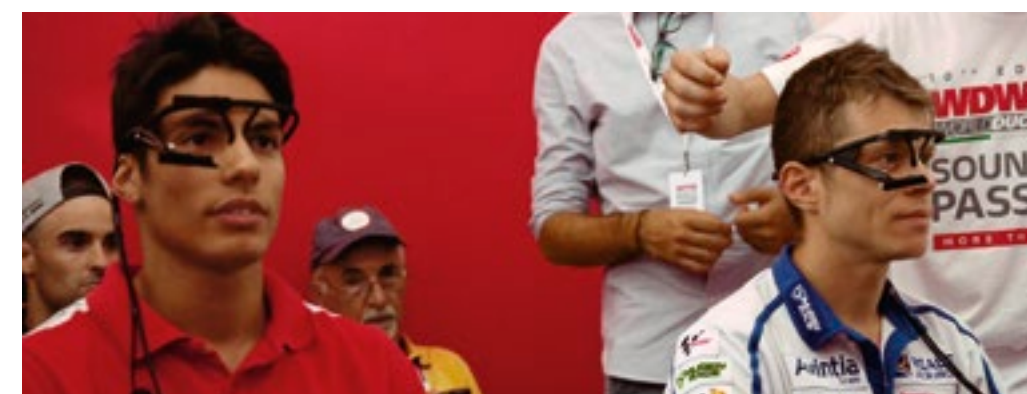
Having reached the apex with the vehicle, we move our focus to the exit, gradually straightening up the bike.



EYE tracking

Eye tracking involves identifying and measuring the point of visual fixation and eye movement with respect to the head. This can be carried out with a system of video cameras used in the study of vision ("eye tracker"), cognitive linguistics and the design of commercial products.

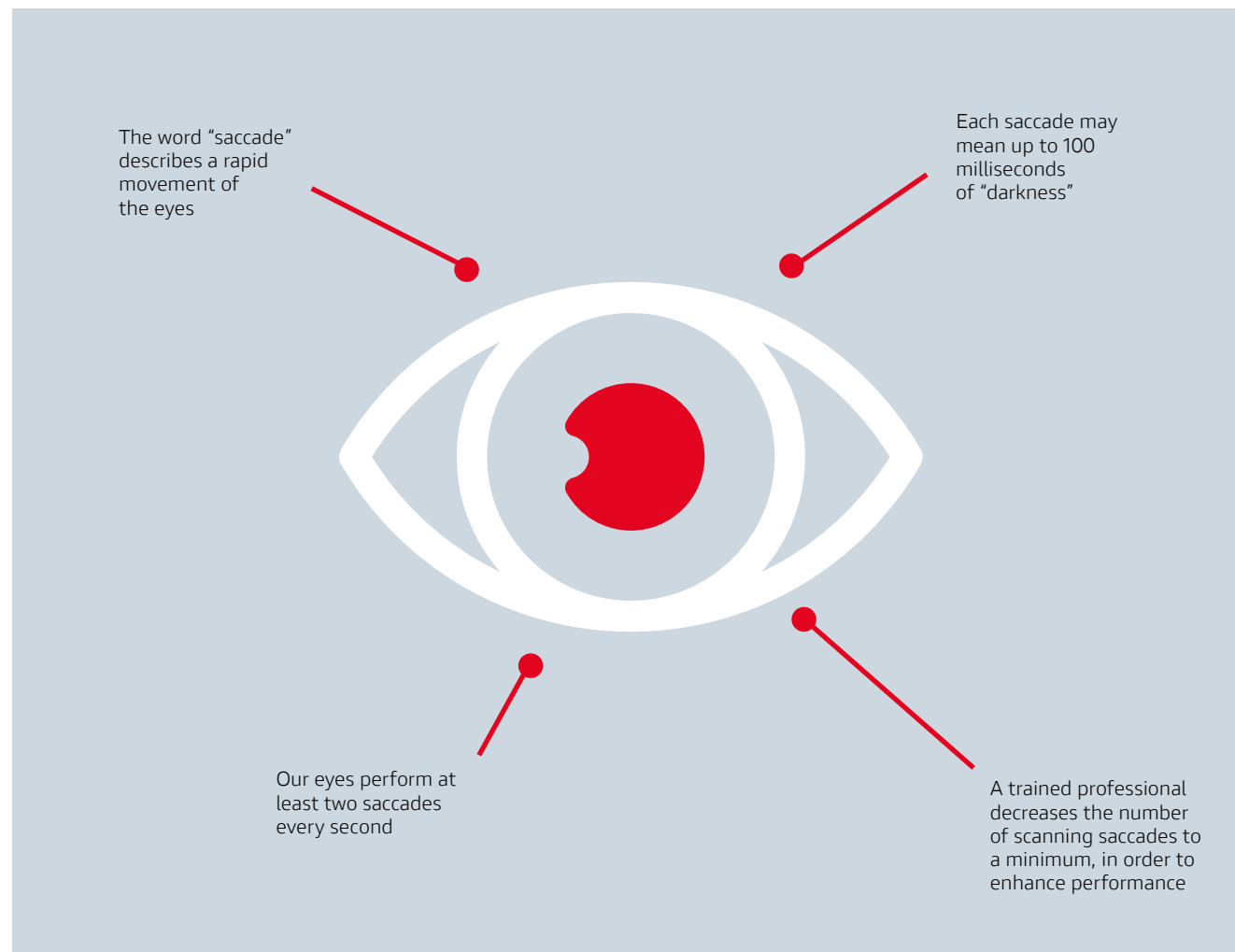
During World Ducati Week 2018, some of the Ducati Superbike and MotoGP riders took part in tests relating to eye movement and object identification speed. In the photo, Rinaldi and Rabat poses alongside the scientific identification instrument after having completed the test.



Eye to Safety



Eye to Safety: this is the name of the project that Ducati has chosen to support, thus adding another element to research aimed at improving riding conditions. Data collation began at WDW in July 2018 and is carried out in collaboration with universities and research institutes. The test to check focus and visual tracking is accompanied by questionnaires and surveys, carried out in order to obtain data on motorcyclists' behaviour while riding. Initial results indicate that professional riders are quicker and more precise than amateurs in identifying objects on which to focus. However, another very important aspect is revealed, in that results vary based on factors such as physical training and awareness. The first, which disregards gender, age and general aptitude, allows for an increase in active safety. Awareness also has a significant impact on improving results, thanks particularly to an improvement in selective attention. This early scientific evidence reinforces the hypothesis that specific training actions can contribute to increasing motorcyclists' active safety.



The importance of looking

The research is carried out according to a scientific method and is directly supported by Ducati. Heading up the project is professor Giorgio Guidetti, president of the Italian Vestibology Society, a professional who has dedicated years of research to this subject and its correlation with Motorsport. Students from the UniBO Motorsport team are collaborating with the research while

Ducati, in light of the initial results of the research, will commit to offering a free training programme aimed at young motorcyclists.

A cutting-edge research

THE NEW DUCATI EYEWEAR COLLECTION



Model: DA9001 - Ducati Motor Holding S.p.A. official licensed product



Ducati
Eyewear

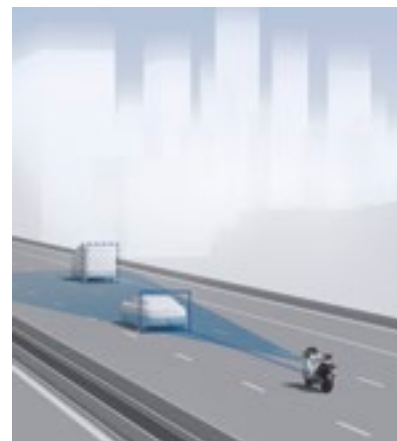
HIGH PERFORMANCE AND STYLE FOR ALL DUCATI ENTHUSIASTS

The eyewear collection that combines Mondottica's expertise in the world of eyewear with the unmistakable design of Ducati.

Bosch and Ducati: greater safety, greater enjoyment

The **advanced riding** assistance systems for motorcyclists will be included in the **Ducati** range from **2020**.

With its new safety package, Bosch and Ducati confirm their position as leaders in the safety arena as well as their commitment to building the bikes of tomorrow: an advanced and integrated riding assistance system that constantly monitors and that reacts more promptly than a person can in an emergency.

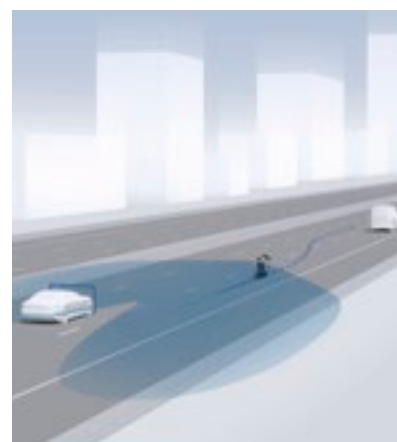


Forward Collision Warning is a collision alarm system, activated from the time of ignition and at all relevant speeds, which reduces the risk of a rear-end collision and limits the consequences.

Adaptive Cruise Control adjusts vehicle speed based on traffic flow and maintains a safe distance, to effectively reduce the possibility of a rear-end collision.



Technology that involves the brakes and engine, and exploits HMI and radar sensors to reconstruct the actual surroundings and alert the rider in case of any collision risk. Set to be part of the entire Ducati range from 2020, the package represents another significant step towards a riding experience that is increasingly stress- and danger-free, as well as increasingly enjoyable.



Blind Spot Detection monitors the entire visual field around the bike to help riders safely change lane. Each time a vehicle enters the rider's blind spot, the technology alerts him/her with a visual warning located, for example, on the rear-view mirror.

Two-Wheeler & Powersports – Riding innovation

Bosch Mobility Solutions

Comprehensive system solutions and passion for two-wheeler and powersports



Connectivity systems



Assistance systems



Powertrain systems and electrification



BOSCH
Invented for life





DUCATI

T h e

A r c h i -

t e c t u r e

o f w o w

The design gn edge

What sparks the creative process? How do you give concrete form to an idea? There's a line that joins architecture and motorcycling. It's the line of design, depicted in this section by the creations and the visions of two brilliant young designers. Jakub Klaska, an architect who works with Zaha Hadid Architects, an international architecture and design studio renowned for their amazing works, pioneering in composition and the choice of forms and materials. And Giovanni Antonacci, a talent of the Ducati Design Center and designer of the new Diavel 1260, a unique motorcycle with an unmistakable design, made even more bold, robust, and muscular in the latest new version.



@jakub

I seek ideas within the inner logics and mechanisms of the design operations that could deliver impact. I take lot of interest in what I call architectural geometry, which could be described as geometry that suggests an architectural use through the way it is being shaped. Geometry enables abstraction and can deliver surprising and impactful forms. Through in-depth consideration of structural formation and tectonic constituents I often test multiple scenarios and allow optioneeering at the very start of the process. Nothing is to be left unexplored.

It is all around. You just need to look

Getting inspiration

Where do you get
your ideas?

@giovanni

Creativity allows you to imagine something new, but it requires inspiration, which has many sources of different kinds: automotive, product design, fashion, architecture... The Internet is a huge container of ideas, but it's also possible to find the spark of the creative process in what is around you in everyday life. In certain moments, the search for the right idea is almost spasmodic, in others the intuition comes by itself, sudden and unexpected. A lot depends on what it is that you want to create, from the culture and from your own curiosity.





Shaping reality

When does the idea become real?

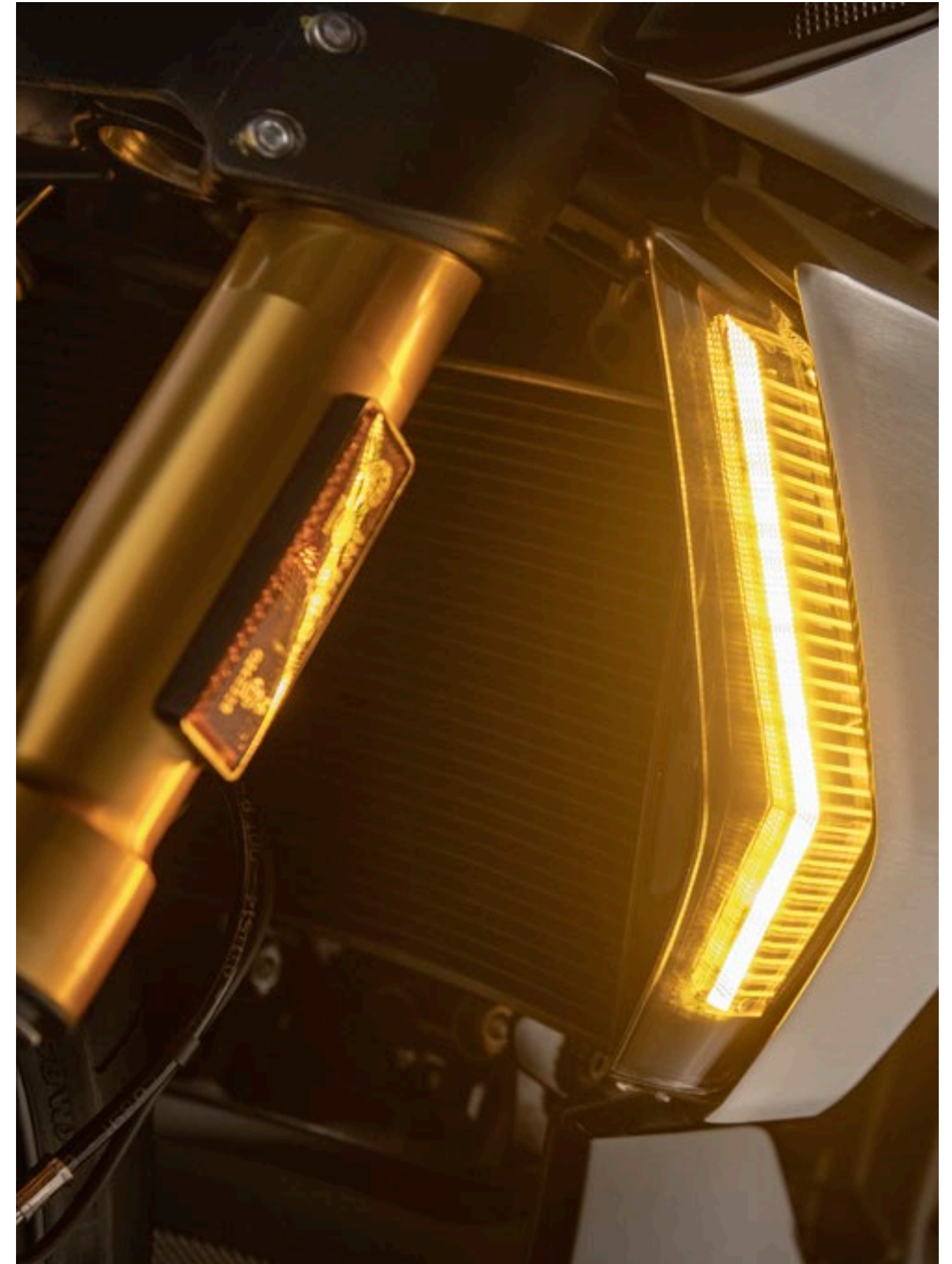
@jakub

I believe in design process. Design propositions are not given. Rather, it is the sequence of design operations that shapes the idea. The volumes, façade articulation, compositional relationships always reflect the sophistication of the design methodology. The amount of computational power available today makes the design process quite streamlined yet malleable. Any driver we find on the way can be swiftly incorporated into it. That has enabled a great progress in architectural design, and the delivery of sophisticated architectural propositions.

@giovanni

Freehand sketching represents the idea in the most simple, direct, and emotional way possible. Safeguarding its purity and expressiveness from the influences, however unavoidable, of market logic and technical specifications is the real challenge of the realization phase. The proportions are the fundamental element of the identity of the project. The other distinctive traits of its personality, like the study of colors, the choice of materials, and the various degrees of finishing, originate as an integral part of the concept but are then developed once the volumes have been defined.

The moment you can touch it







@jakub

I find our industry quite comprehensive a field where many interests of different players meet. Hence a true revolution is something that is extremely hard to predict. I believe in partial innovation. Many existing technological inventions can be pushed forward and tested for impact. Among the ones I believe can deliver an impact are robotic assembly methods, high performance materials and material composites. Within the design process I believe further explorations of computational design methods can deliver more innovation and possibly even some inventions.

Work on your daily revolution

Envisioning future

How do you look for the next big trend?

Look behind to see forward

@giovanni

Being a precursor requires a combination of vision, analytical skills, and instinct. But to shape the future you also have to know how to read the past. The story of a product, of the market, of the social changes supports us in creating proposals in the design area. Looking at motorcycle design, how could we forget the first Monster by Galluzzi in 1993? Or the mythical 916 by Tamburini? “Objects” with a strong emotional impact that, thanks to the genius and intuition of their designers, represented then, and still represent now, a reference point for anyone who wants to look into the future.

So
good
to be
bad





Light up the dark

The new Diavel 1260. A unique, unconventional bike. An over-the-top sport naked bike combined with an ultra-performing muscle cruiser. A must-have for riders who want to command attention while they ride fast between curves, tear up the dragstrip at the streetlight or cruise slowly down the boulevard.

Diavel 1260

Power 117 kW (159 HP) @ 9,500 rpm
Torque 129 Nm (95 lb-ft) @ 7,500 rpm



Scan this QR code to get more bike insights and multimedia contents.



Powerful like no other. 100 % **Pick-up**. 100 % **Premium**.

Uncompromising when **off-road**. Gutsy on the asphalt. The new **Amarok** is everything you might expect from an **exclusive**, versatile and high-quality vehicle.

The 2018 Amarok Highline and Aventura, equipped with the new V6 TDI, are unique models in their segment: with power equating to 258 HP (190 kW), or as much as 272 HP (200 kW) when the over-boost kicks in at full throttle, the Amarok has taken another important step forward with respect to the previous 224 HP (165 kW) version. The increase in torque (580 Nm versus the current 550) and significant power boost satisfy the needs of commercial users and private customers alike. The 4MOTION permanent four-wheel drive and automatic 8-speed gearbox come as standard with both the Highline and Aventura versions of the Amarok with new top of the range engine.

Exclusive performance and style are guaranteed. In addition to the new V6, the Amarok also presents a series of new and elegant aesthetic details. The roof and pillar upholstery and other details of the Amarok Aventura roof are in titanium black. This, combined with Nappa leather seats in the same colour, makes for a particularly appealing and harmonious look that is enhanced, on the Aventura version, by 20-inch Talca wheels in a dark graphite colour with mirror polished surface. Metallic Peacock Green paint, brand-new for the Amarok and exclusively available for the Aventura version, accentuates the sporty nature of the model, as does the sportbar painted to match the chassis, while metallic Blu Ravenna paint adds to the exclusivity of the vehicle.

In terms of standard equipment, the Amarok Highline and Aventura equipped with the new 258 HP (190 kW) V6 simply had to offer bi-xenon front lights with LED daytime running lights. The Light & Sight package (Leaving and Coming Home function and intermittent windscreen wiper function with rain sensor), front fog lights with cornering lights, and electrically-folding external rear view mirrors are all available as standard with the Aventura version, and on request with the Highline. An all-round winner, the Volkswagen Amarok complete with new V6 TDI is a runaway success in its category, a fact echoed by the international press that, having elected it best "international pick-up" in 2010, has awarded it the same title in 2018.

LIVE YOUR BUSINESS AS AN ADVENTURE.



Volkswagen Amarok Aventura.
With new 258 hp 3.0 V6 engine
and 4MOTION all-wheel drive.

Tackle work with the energy of Amarok in its most dynamic and technology-packed version. With a new even more powerful engine, combined with the automatic 8-speed gearbox and 4MOTION all-wheel drive, to bring out the best of its extraordinary loading and pulling capacity. Amarok Aventura. Only you can tame it.



**Veicoli
Commerciali**

5 YEARS IN THE LAND OF JOY, INFINITE TALES TO TELL

*Two thoughts from Claudio De Angeli,
Scrambler Brand Manager*

Five years have passed since we decided to take on the great challenge of bringing the Scrambler legend back to life, taking a true heritage product that has contributed so much to the history of motorcycling and giving it a modern twist. We started with the bike itself, the legendary Scrambler created by Ducati in 1962 to respond to the call for freedom and adventure coming from the United States. We brought it into the future, updating its lines, shapes and details, and building a bike designed to travel around the world but, above all, one that would allow everyone to find their own path. Because this was the real essence of the Scrambler spirit: the freedom to express oneself and one's individual personality.

In order to showcase the spontaneity and authenticity of these free and creative spirits, we have applied that Scrambler style to many versions, each satisfying different attitudes, and created a unique world, rich in music, art, food and lifestyle. A place that, since its conception, has won more than 57,000 admirers. An incredible story to trace year on year, bike by bike, adventure upon adventure, starting in 2015, the year in which the Land of Joy was founded, right up to today, 2019, year of the Joyvolution.

2019
Joyvolution

2015

The Land of Joy kicks in!

A new Scrambler, contemporary and fun is launched

Doobie of the year :)

At its first year Scrambler gets to the top 10 of bikes sold

How Scrambler you are?

Scrambler You Are is the first world wide video contest that tells the Scrambler lifestyle

It's a big family

Classic, Urban Enduro and Full Throttle join the crew

The first look in 2015



Spicy kid in 2016



2016

Time to party!

First world SCR meetup @WDW

Let's get creative

First edition of the Custom Rumble, with 40 participants from all over the world

A new kid on the block

The shiny new Scrambler Sixty2 400 is launched

Feeling classy

With the Italian Independent limited edition

Ride along

First edition of Scrambler Days of Joy takes place

Evolve cool in 2017



Ride bigger in 2018



2017

Get that London look

Inspired by the Ace Café tradition, the Scrambler Café Racer is born

Let's get dirty!

Scrambler Desert Sled edition kicks in. A most appreciated one.

Tuning in to the Land of Joy

Scrambler is on air with the new Scrambler Radio

Super coolness in progress

Here's Mach 2.0, the special edition designed by Roland Sand

2018

Around the world

For a record and for a good cause, with Movember and Henry Crew

Spinning numbers

The Land of Joy reaches 58k bikes sold

Let's get digital

Hashtag is the first Ducati for on line sale only

Ride bigger

Scrambler 1100 family arrives

2019

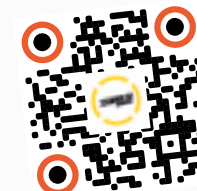
*The new
Icon kicks in!*

A new, perfected Icon 800,
featuring a wealth of details,
and safer than ever thanks
to ABS Cornering

*Even more
Land of Joy*

The perfect marriage of tradition and
innovation, the most emblematic
Scrambler Ducati version is made
more contemporary and comfortable,
for an even more carefree experience
in the Land of Joy!

it's
**JOY-
VO-
LU-
TION**
time!



*Discover
more*



ION

SCRAMBLER
DUCATI

DRIPTING

AWAY

**From the imagination
of a Scrambler rider,
introducing the new
Scrambler Full Throttle**

Getting dirty in the Land of Joy is more fun than ever before, thanks to Frankie Garcia, the Super Hooligan championship rider who inspired the spirit of the legendary flat track ovals that set this Scrambler apart.





Out of the sand

*Frankie Garcia
and its custom
Scrambler*

The West Coast is one of the original birth places of flat track, which is very big here. Doug Chandler and Ricky Graham, AMA legends and motorcycle hall of famers, Jeff Hainey and Stevie Bonsey all come from my home town or close to it. I think there is something in the water. My dad grew up racing and

continues to race. I have raced flat track my entire life and wanted to race super hooligans. When I saw the Scrambler, I thought that the dimensions and weight were perfect, and I knew it would be the perfect platform to build a race bike. Turns out I was right.

Into the streets

*It's a dream
come true*

I wanted a race bike look that would still be close to a stock Ducati Scrambler. I thought about having some Roland Sands inspiration, but I waited to win the first race with our own design before putting that on the bike. I'm very honoured to have made such an impact. It is something that I take a lot of pride in. I get messages almost daily from Scrambler owners showing their support. To have a manufacturer like Ducati create a bike that takes inspiration from my race bike is a dream come true.

*A history-making
style*

RACER HERITAGE

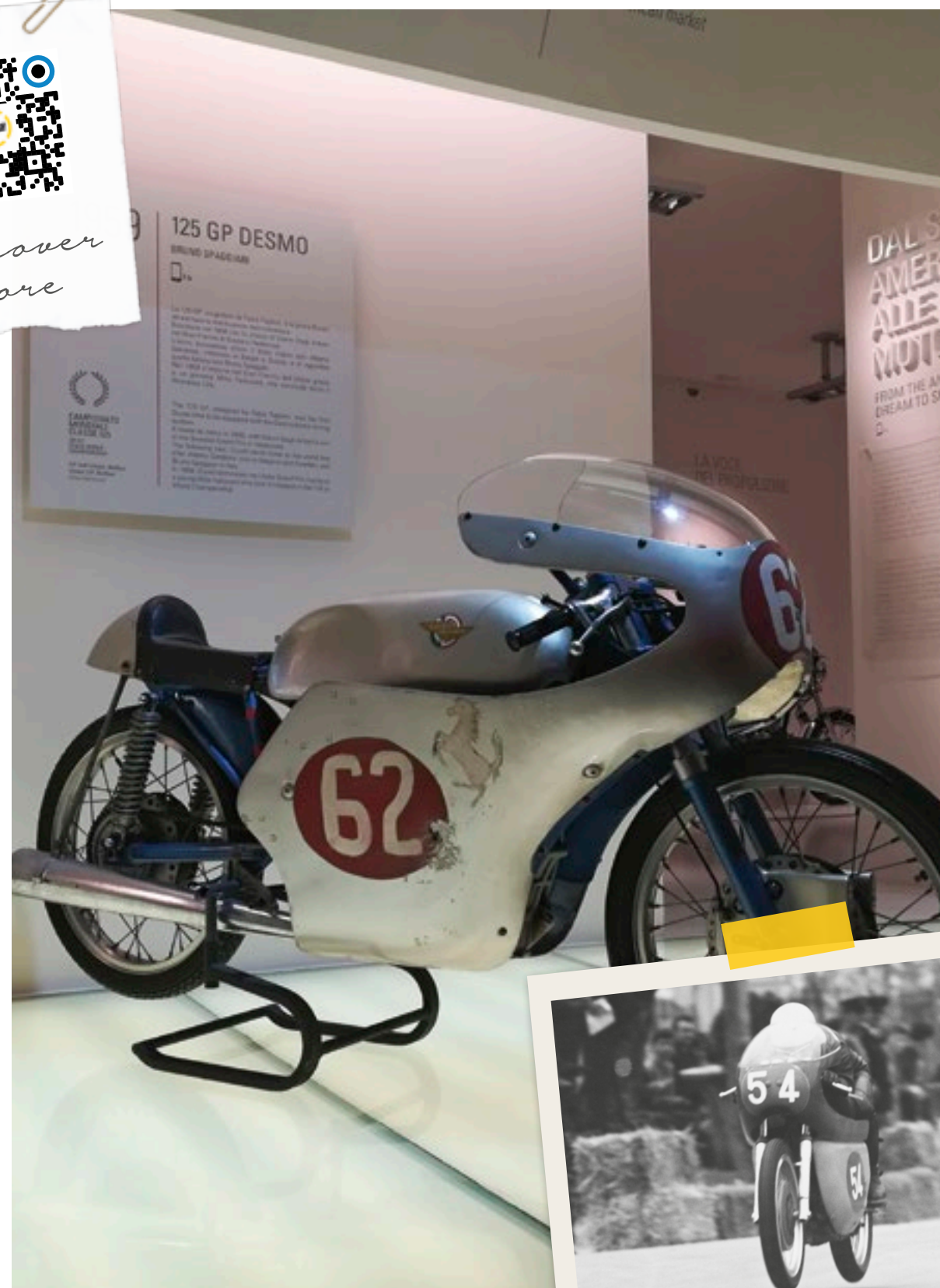
A brand new Scrambler Café Racer

Speed, style, courage. The new Café Racer blends three cultures that have contributed to the history of motorcycling. The Scrambler soul. The legend of the Ton-Up boys, the rockers who ignited the streets of London with their racing in the 60s. The sports spirit of Ducati, embodied in the 125 GP Desmo style livery and the tribute to rider Bruno Spaggiari.





Discover
more



Nations Grand Prix


Fruit of the genius that was Fabio Taglioni, the 125 GP Desmo is the motorcycle that marked Ducati's entry into the world of track racing, as well as the first to adopt desmodromic timing. It debuted in June 1956 at the Cesena circuit, ridden by Gianni degli Antoni, and obtained its first win already the following month, at the Swedish Grand Prix.

Post heritage in its soul

From there, it continued to grow. In 1957, the 125 GP Desmo dominated in Italian championships. The following year, it just missed out on a world title, during a season that would go down in history thanks to the Grand Prix of Nations, at Monza, where five 125 GP Desmo bikes occupied the top five spots, all the bikes from sixth place down lapped during the course of the race. The first to cross the line, with number 54, was Bruno Spaggiari, the courageous Ducati rider and test rider who, in 1958, scored a further Italian championship title on board the 125 GP Desmo.

Bruno Spaggiari is the first to cross the finish line

Henry sledding 'round the world

SCRAMBLER **DUCATI** 

A passion for two wheels that knows no bounds and a worthy cause, to promote men's health, that is supported on a global level. Henry Crew left London on 3 April, on board the Scrambler Desert Sled, for a charity ride in aid of the

Movember Foundation. He then realised, along the way, that his adventure may well see him enter the Guinness Book of Records as the youngest person to ever complete a round-the-world trip on a motorcycle.



About Henry

22 years of age, Englishman Henry has always been obsessed with bikes, having ridden practically every day of his life. His support of the Movember Foundation began after he found himself saying a premature farewell to three of his closest friends as well as being faced with health problems of his own.

@henrycrew 

A pound for every mile covered, with a goal of 35,000. It little matters whether he reaches Great Britain by 10 May 2019 or not. Even without a world record, the courage and hope that Henry inspires with this adventure means he is already a winner.



A new Sled!



*Discover
more*

Involvement

Family Moments

SCRAMBLER
DUCATI



ICON *new stuff*

DISPLACEMENT 803 cc
POWER 54 kW (73 HP) @ 8,250 rpm
TORQUE 67 Nm (49 lb-ft) @ 5,750 rpm
DRY WEIGHT 173 kg

SCRAMBLER
DUCATI



ICON *new stuff*

DISPLACEMENT 803 cc
POWER 54 kW (73 HP) @ 8,250 rpm
TORQUE 67 Nm (49 lb-ft) @ 5,750 rpm
DRY WEIGHT 173 kg

SCRAMBLER
DUCATI



FULL THROTTLE *new stuff*

DISPLACEMENT 803 cc
POWER 54 kW (73 HP) @ 8,250 rpm
TORQUE 67 Nm (49 lb-ft) @ 5,750 rpm
DRY WEIGHT 173 kg

SCRAMBLER
DUCATI



CAFÉ RACER *new stuff*

DISPLACEMENT 803 cc
POWER 54 kW (73 HP) @ 8,250 rpm
TORQUE 67 Nm (49 lb-ft) @ 5,750 rpm
DRY WEIGHT 180 kg

SCRAMBLER
DUCATI



DESERT SLED *new stuff*

DISPLACEMENT 803 cc
POWER 54 kW (73 HP) @ 8,250 rpm
TORQUE 67 Nm (49 lb-ft) @ 5,750 rpm
DRY WEIGHT 193 kg

SCRAMBLER
DUCATI



SIXTY2

DISPLACEMENT 399 cc
POWER 30 kW (40 HP) @ 8,750 rpm
TORQUE 34 Nm (25 lb-ft) @ 8,000 rpm
DRY WEIGHT 167 kg



Pictures of Joy

A trip through the breathtaking scenery of the Apuan Alps on board the Scrambler 1100 Special in the company of photographer Simone Bramante. Simone, known professionally as Brahmino, is a capturer of emotions, a storyteller. For four years he has travelled with us, seeking out the world's most "Scrambleresque" locations, depicting the lightheartedness of the Land of Joy in his own dream-like style.

@Brahmino 



*Discover
more*



People as places

Simone, how do you portray a bike like the Scrambler?

The Scrambler is characterised by the fact that it is not just a bike, but a lifestyle. The Scrambler is itself wherever it goes, regardless of whether that is a beach in Cape Town, a Parisian boulevard or the Tuscan hills. Professionally, this is very important to me, because storytelling is the tool I want to use to always enhance the value of what I do.

How do Scrambler projects take shape?

It's a natural and spontaneous process, in which I am both director and conduit. The shared idea was conceived in Borgo Panigale, at the heart of the Land of Joy. It went on to be developed with the people who live and work in the locations where the photo shoots take place. Only they know all of the places, the colours and the shades of light that can serve as a backdrop to our work. As an example, who better to accompany us on our last shoot for the 1100, exploring Tuscany




Places as feelings

and its splendid vistas, than Max Lazzi, photographer and Scramblerista?

What is the secret behind achieving the perfect shot?

I've never considered myself to be purely a photographer, because my personal style of photography is geared towards communication, encompassing both aesthetics and storytelling. Letting people be free to express themselves, enjoy themselves and share their experiences is the most genuine way to convey emotions. In keeping with the Scrambler spirit, over these four years of working together, we've always managed to do just that.



 @scramblerducatti *Featuring* @brahmino
@maxlazzi



Ride Bigger Crew



1100

DISPLACEMENT 1079 cc
POWER 63 kW (86 HP) @ 7,500 rpm
TORQUE 88 Nm (65 lb-ft) @ 4,750 rpm
DRY WEIGHT 189 kg



1100

DISPLACEMENT 1079 cc
POWER 63 kW (86 HP) @ 7,500 rpm
TORQUE 88 Nm (65 lb-ft) @ 4,750 rpm
DRY WEIGHT 189 kg



1100 SPORT

DISPLACEMENT 1079 cc
POWER 63 kW (86 HP) @ 7,500 rpm
TORQUE 88 Nm (65 lb-ft) @ 4,750 rpm
DRY WEIGHT 189 kg



1100 SPECIAL

DISPLACEMENT 1079 cc
POWER 63 kW (86 HP) @ 7,500 rpm
TORQUE 88 Nm (65 lb-ft) @ 4,750 rpm
DRY WEIGHT 194 kg



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NEW FOR 2019

DUCATI WORLD IS BORN. TURN ON YOUR ENTHUSIASM!



ANATOMY OF THE BEAST

A close look inside the record-crushing machine

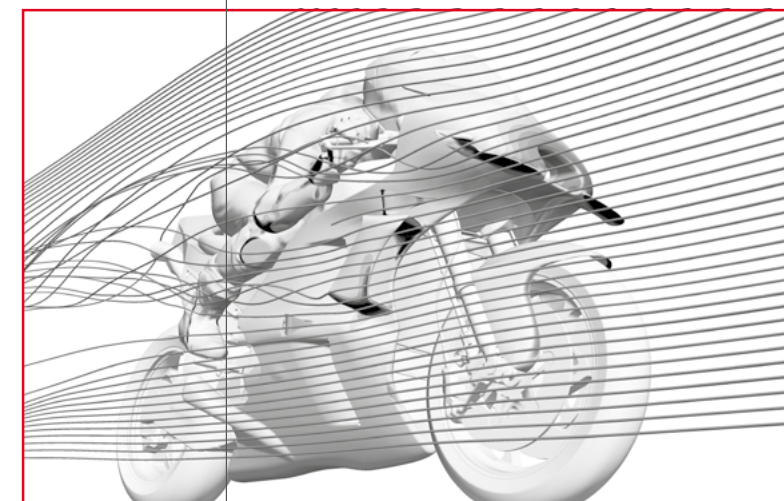
The 2018 Desmosedici represents the ultimate in Ducati MotoGP evolution. At the centre of it all is the V4 desmodromic engine with counter-rotating drive shaft. The numbers relating to maximum power and speed are jealously guarded inside the Racing department, but engine performance is clear for all to see, and sets the bar for the category (turn the page for an example). Then there are the aerodynamics, which reach superb levels with this Desmo-

sedici, thanks to a system of highly efficient winged profiles masterfully incorporated within its forms, bound by the technical regulation. The chassis ties it all together. The swing-arm in composite material guarantees maximum efficiency and lightness on the unsuspended masses and is combined with an aluminium perimeter-type frame that is also fruit of continuous development aimed at improving handling and speed through the turns.



356,4
km/h

**Fastest speed
in MotoGP
history**

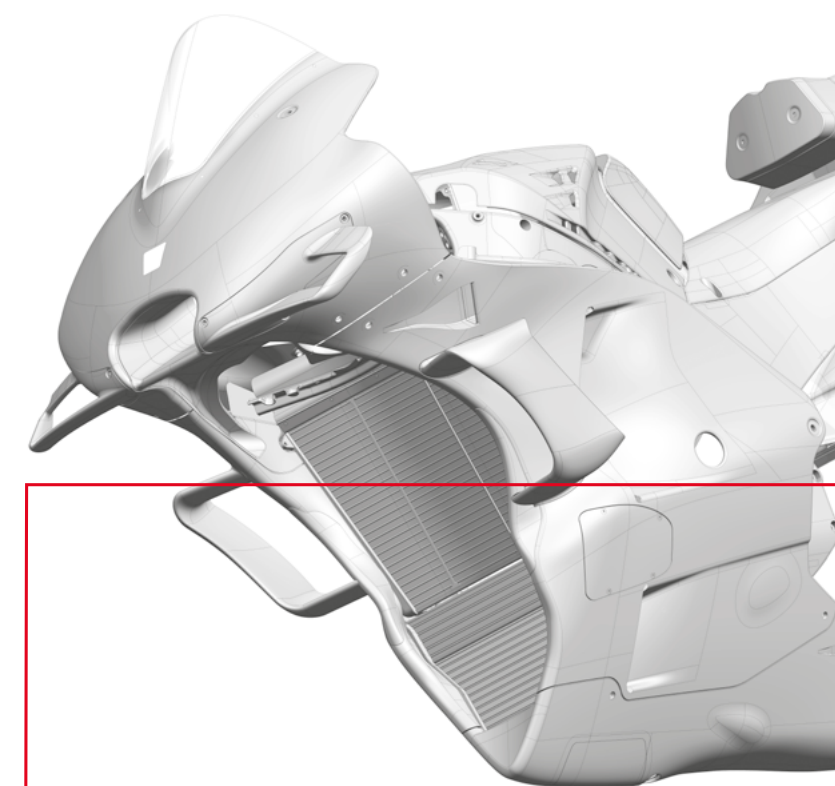


Andrea Dovizioso
Mugello 2018



WHEN WINGS WERE GROWN

March 2015, Losail circuit, Qatar. The GP15 heads out on track with two small appendages on the sides of the fairing, and Andrea Dovizioso scores pole by setting a sensational time. With the introduction of wings, aerodynamic development enters an unprecedented phase in MotoGP. A process that will reach a peak during the 2018 championship, when all manufacturers propose a range of aerodynamic solutions more varied and diversified than ever before. The new FIM regulation, set to come into effect from 2019, will gradually and continuously limit a bike's external appearance. However, this will not affect Ducati's approach, its progress in the field of aerodynamics having had a significant bearing on its success in recent years.



"A game-changer for aerodynamics evolution in MotoGP"

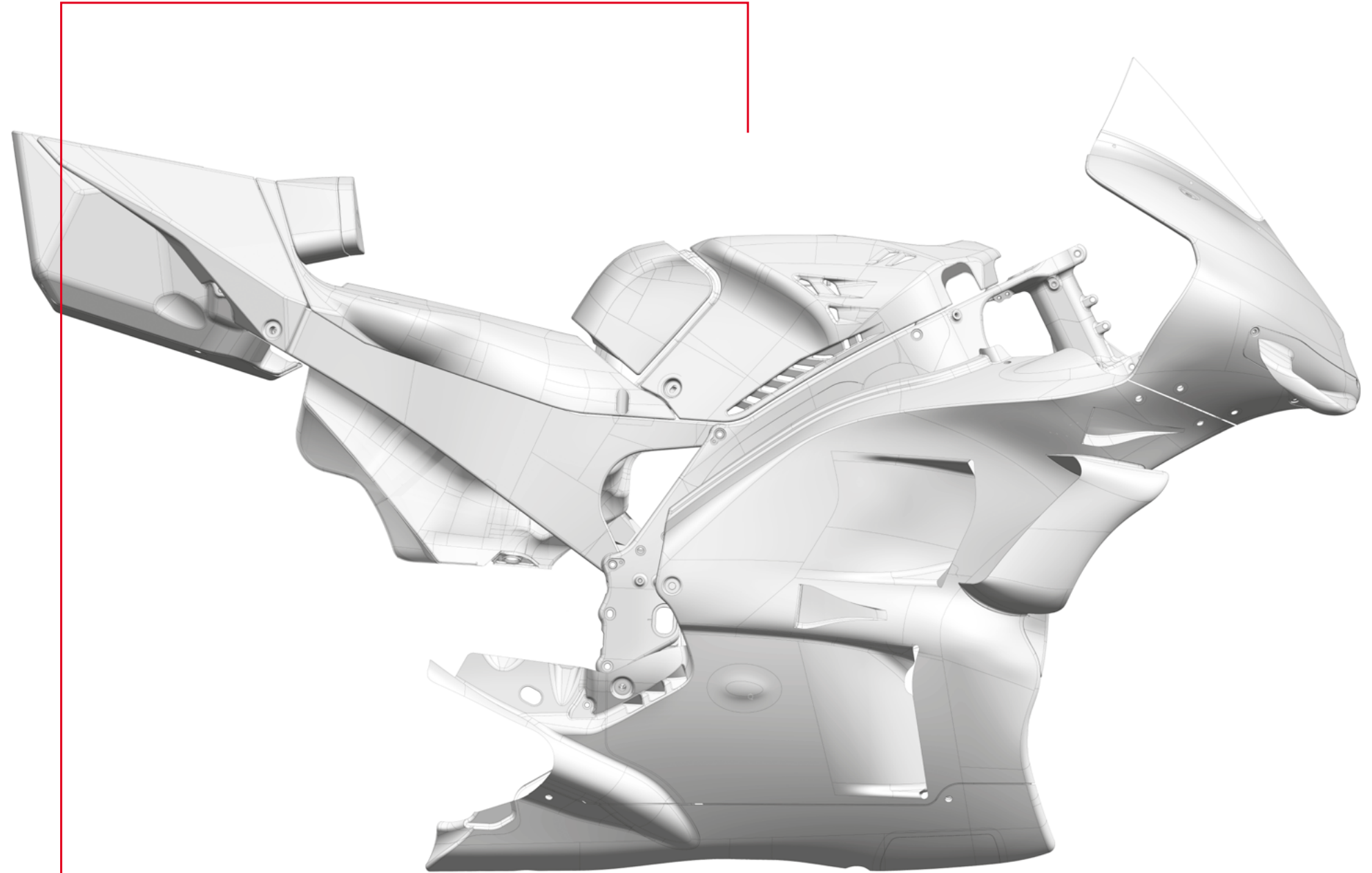
Gigi Dall'Igna
2018

WINDS OF POWER

Making speed out of air resistance

Racing is synonymous with the technological avant-garde, but when it comes to the study of aerodynamics, it all still begins with a simple piece of paper. A pencil is used to sketch the air flow that is generated around the bike and its rider, during every riding phase: that of rolling resistance, which determines the bike's maximum achievable speed, and that of vertical force, which impacts on the braking, acceleration and cornering phases. These sketches are then translated into IT language. Converted into CAD surfaces, they are inserted into a Computational

Fluid Dynamics model, a powerful virtual simulation tool that allows for the representation of pressure and speed trends in the space around the vehicle and for the testing of different bike configurations. Those with the most promising results are taken to the next step, testing in the wind tunnel. Here, aerodynamic forces are reproduced by directing an air flow onto a 1:1 scale model of the bike, coated in a prototype material with components that can be replaced right down to the smallest detail to identify the geometry that offers the best aerodynamic performance.



“A three-step process to deliver leadership in aerodynamics development”

Team Ducati Corse



“No loss in agility. More stable and safe everywhere”

Tito Rabat, Jerez 2017

TESTING ON TRACK

During the final phase of aerodynamic development, the configuration identified in the wind tunnel is adapted to the needs of the actual bike. Prototype parts are redesigned to be built in small production runs, with lighter and more resistant materials, and are subjected to the judgement of the track, or rather a combination of lap times, the identification of aerodynamic forces, and the comments of the test rider. If the outcome is positive, the package immediately goes into production, to equip the factory riders as quickly as possible. Fairing components, winged appendages, cooling ducts: every surface of the vehicle touched by the air is simulated on the computer, optimised in the wind tunnel and tested on track. It is thanks to this process, carried out regularly throughout the year, that Ducati is able to seek greater and safer performance in the race, increase its level of aerodynamic understanding and explore solutions that are always innovative and original.



“Better front feeling, better stopping, no negatives”

Jack Miller, Sepang 2018

NEW DIABLO ROSSO™ CORSA II.

FOLLOW YOUR LEANINGS.

From the world of racing, Pirelli's first multi-compound front tyre for sports and naked bikes is born. Dual Compound front and triple compound rear. Innovative profile. Racing derived tread pattern. Designed for maximum grip and ultimate performance. Diablo Rosso™ Corsa II. Control your Path.

Ride responsibly.



DIABLO
ROSSO™ CORSA II



POWER IS NOTHING WITHOUT CONTROL



Is a trademark and it is the distinctive sign of the tread pattern of Pirelli DIABLO ROSSO™ CORSA II tyres.



LIMITED EDITION

LOCMAN
ITALY

PASSIONE ITALIANA

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



V4R

The Sound of Excellence

Forged by the wind

A true racing bike, ready to take to the road all the performance and excitement of the Ducati World SBK: the new Panigale V4 R further raises the bar for the Ducati "R" versions. The rules of the game have been rewritten by the new 998cc V4 engine, the aerodynamics derived directly from MotoGP, the latest generation electronics, and the chassis optimized for racing.

Shaped by Ducati



V4 powerR

It's a sound that gives bursts of pure adrenaline. The beating heart of the Panigale V4 R is the new Desmosedici Stradale R, specially developed for the track with the use of innovative materials and solutions that deliver 162 kW (221 hp) and a maximum torque of 112 Nm: the best power-to-weight ratio in its category.

The pleasure of race driving is guaranteed by the chassis, with the Front Frame that achieves the stiffness targets set by Ducati Corse thanks to specific openings on both sides of the frame, and to the Öhlins suspension, entirely mechanical both at the front and rear and at the steering damper: the perfect synthesis to always have the stability necessary for hitting the right trajectories.



Pure racing DNA

The perfect link for increasing confidence and fully savoring the supersport soul of the Panigale V4 R is the aerodynamics package designed by Ducati Corse. In addition to the more enveloping fairing for greater aerodynamic penetration, the package includes side air vents and carbon fiber winglets that increase high-speed stability, and limits the tendency to wheelie and front wheel locking when braking.



Limitless technology

When the pace increases, the most demanding riders are supported by the electronics based on the Bosch 6-axis inertial platform (6D IMU – Inertial Measurement Unit), along with the three Riding Modes and controls to make the most of the Desmosedici Stradale horses. And for those who love having fun between the curbs, the Pit Limiter, which self-limits the pit-lane speed of the bike, and the new Ducati Lap Timer, which detects and displays two lap times and the “Best Lap” in real time, are the final touch for ensuring you feel like a real driver on the seat of a real Ducati Superbike.

New Ducati Corse C4 one-piece racing suit
and new Ducati Corse V3 helmet





Powerful at first sight

The new Panigale V4 R combines the essence of the V4 S with the racing solutions of Ducati Corse. The 1103 cc 90° V4 gives way to the 998 cc Desmosedici Stradale R. The aerodynamic fairing incorporates wings of MotoGP derivation. The Öhlins suspension with mechanical adjustment, the aluminum swingarm with an adjustable four-position pin, and the Front Frame with optimized stiffness make the Panigale V4 R the most race-ready Ducati of the whole Panigale family.

Panigale V4 R

Power 162 kW (221 HP) @ 15,250 rpm
Torque 112 Nm (83 lb-ft) @ 11,500 rpm



Scan this QR code to get more bike insights and multimedia contents

Real Ducatisti for an authentic racing style

Participating in the WDW2018, in the name of the great passion for the Reds of Borgo Panigale. Meeting at Mugello, in the temple of speed on two wheels, wearing the garments of the new 2019 Apparel collection, designed for track use. This is the story of Denny, Lorenzo and Flavio, the three Ducatisti selected in the street casting held during the Ducati rally at the Misano circuit last July. An initiative designed to celebrate the

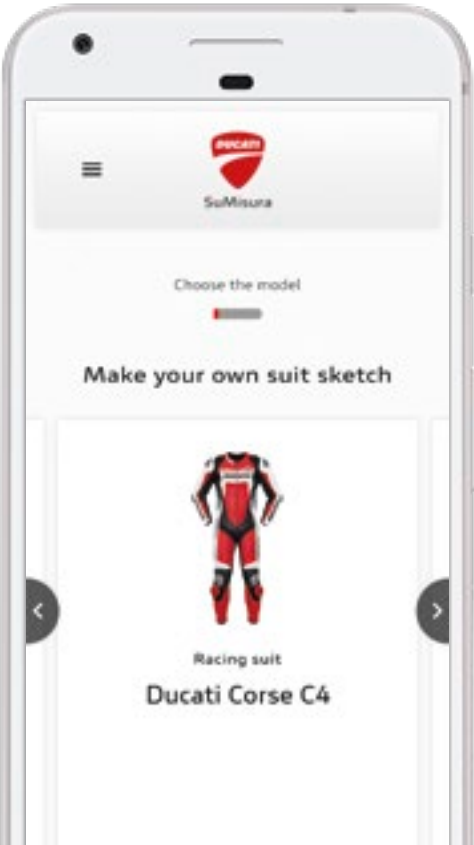
most awesome community in the world and to enhance the authenticity of the people and the passions that make it unique. Using their faces, Ducati chooses its fans for the role of standard-bearer, and pays tribute to that proud Ducatista that unites all the members of its big family.



From the left: Ducati Corse C4 one-piece racing suit in cowhide, Ducati Corse K1 one-piece racing suit in kangaroo leather, new Ducati Corse D-air® C2 one-piece racing suit and Ducati Corse Carbon 2 helmet.



Ducati Corse Speed helmet, Ducati Corse K1 one-piece racing suit in kangaroo leather, Ducati Corse C3 gloves.



Ducati SuMisura, style reinvented

The Ducati SuMisura website gets a redesigned look with new graphics, even more inviting, and three new models of suits. Creating and ordering the suit of your dreams is now a breeze. And you can also share the sketch on your social media profile, to show it to your friends and get their comments.

www.ducatisumisura.com

from the Road

The racing experience homologated for road use...



to the Track

...the start of a new Ducati era in WSBK.

Race of Champions

A one-of-a-kind experience, absolute rapture. An electrifying spectacle that inflamed the fans – over ninety-thousand of them – who had come to Misano Adriatico from every corner of the world. At the tenth edition of the World Ducati Week, the

Ducati champions of yesterday and today found themselves together on the track, to challenge each other in a genuine competition like none other before it, and to celebrate Ducati's history and passion in a way that had never been seen before.





Uniqueness celebrated

Preceded by a spectacular flyover by the Frecce Tricolori aerobatic team, the “Race of Champions” saw 12 Ducati MotoGP and WSBK Champions – Chaz Davies had to give up the idea of racing due to an injury – riding 12 Panigale V4 S bikes, all with a special “limited edition” racing configuration and dedicated liveries. An authentic competition, one in which the riders held nothing back, giving their utmost to win the podium and electrifying a spectacle like no other. The star performer was Michele Pirro. Already in pole position, the Ducati MotoGP Team test rider immediately shot ahead, setting a pace that allowed him to lengthen his lead over the pack behind him.

Despite a poor start, Tito Rabat made a spectacular comeback, finishing second after engaging in a series of gorgeous duels and passes with Miller and Forées, to the excitement of the crowd at the Misano World Circuit, supplying thrills worthy of a world competition. To the jubilation of the Ducati enthusiasts, which not even the early curtailment of the race due to rain could dampen, Dovizioso, Simeon, Petrucci, Lorenzo, Abraham and Bayliss rounded out the “Race of Champions” line-up.

Thirteen Champions. One special race.



Panigale V4 S Corse, the Bike of Champions.

Immediately following the race, the thirteen special bikes – each with its fuel tank embellished with the indelible autograph of every rider, and furnished with a certificate of authenticity signed by Claudio Domenicali – were put up for auction on eBay, leading to a crescendo of bids that captured the attention of media and fans alike. 7,084 bids were made by over 1,500 people online all over the world, with an exceptional peak in interest in the bike ridden by Troy Bayliss, which sold for

a record sum of 120,000 euros. From the Misano race track, the magic of the Race of Champions has now become a part of the Ducati line-up, thanks to a special version of the Panigale V4 S Corse: a faithful replica of the bike ridden by the winner, Michele Pirro. Equipped with a 1,103 cc V4 90° engine with a counter-rotating crankshaft, the Panigale V4 S Corse sports a NIX-30 Öhlins fork, an Öhlins TTX36 rear damper and an Öhlins steering damper with an event-based control system.

The brake system, with its Brembo Stylema monoblock callipers, is assisted by the Cornering ABS EVO system. 3-spoke aluminium alloy wheels, Pirelli Diablo Supercorsa SP tires and a magnesium front subframe complete the set-up.



NEW HYPER STUFF

ACCEPT

EVERY

CHALLENGE

YOUNG,
GIFTED
AND RED

Sportier, more electrifying, more high-performance. The third generation Hypermotard is the crowning glory of the motard spirit combined with engineering excellence. Fast and adrenaline-packed, irreverent and high tech. Every second riding the new Hypermotard 950 is pure fun. A spectacular lightweight bike designed to excite even the most extreme riders.



CAUTION

THRILLING CONTENT,
READER DISCRETION ADVISED



The thrill is back!

Don't hype this at home



It's always been the fun bike par excellence. The bike of those who love to dare, to impress, those who experience the two wheels as a continuous challenge and an endless spectacle. These sensations explode once again in the new Hypermotard 950, with new aesthetics, chassis and ergonomics. The wider handlebars, narrower sides, and the lower, more comfor-

table saddle make the ride even more agile and fun. The look becomes more aggressive, with taut, clean forms and surfaces that enhance the adrenaline rush of motard spirit. Added to this is the extremely advanced technical outfitting, using top-of-the-line equipment.

GAME ON!



We feed on adrenaline

The Hypermotard 950 brings fun and adrenaline onto the everyday roads. The aggressive yet light and essential design, the Brembo braking system, and the new 937 cc Testastretta 11° engine, controlled by sophisticated modern electronics, guarantee exceptional handling and performance on narrow, winding roads.

The new seat with its inner leg curve 53 mm shorter than the previous model, and the new handlebar with its ends 7° more open, ensure full control of the vehicle and ultimate reactivity on city streets, where the Hypermotard 950 mocks traffic better than another other motorbike.

A FEELING OF TOTAL CONTROL





It's a whole new Hyper

swipe up for

#Hyper Hooligan Motard style

It's lighter (4 kg less, 1.5 of which for the engine) and it's more compact. The mechanics in plain sight, the high seat, the front part dominated by the sharp beak and the number plate make it comparable to a racing motard. And the twin under-seat exhausts emanate pure adrenaline!

swipe up for

New engine, upgrade of power

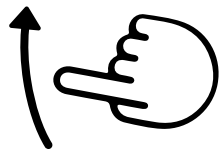
The new two-cylinder 937 cc Testastretta 11° guarantees consistently exuberant performance. More muscle, more pulling power, and with new control electronics, with its 114 HP at 9000 rpm and 9.8 kgm torque, of which more than 80% is already available at 3000 rpm, it's the perfect engine to offer the utmost fun.



swipe up for

Tech for fun with the #TFT dash

Sport, Touring and Urban: the three riding modes ensure boundless fun. Personalized based on your own riding style, it's extremely simple thanks to the 4.3" TFT display with graphics inspired by the Panigale V4. And with the DMS, available as an accessory, multimedia and safety are at the top levels.



Scroll down,
hype up



swipe up for

Even more #Hype with the 950 SP

Flat seat, Marchesini forged wheels, Pirelli Diablo Supercorsa SP tyres and Ducati Quick Shift (DQS) Up and Down EVO. The SP version, with dedicated graphics, pushes fun and performance beyond the limits, for those who don't settle for less and want a bike that is also suitable for the track.



swipe up for

Agile and audacious, on the track and road

To ensure an even acuter lean angle, the Hypermotard 950 SP is equipped with a fully adjustable 48 mm Öhlins fork with 185 mm wheel travel and a fully adjustable Öhlins shock absorber with 175 mm wheel travel.

Hypermotard 950

Power 84 kW (114 HP) @ 9,000 rpm
Torque 96 Nm (71 lb-ft) @ 7,250 rpm



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"Artful passes" collection.



Portrait of a gentleman with Monster.





The no-gravity Monsterista. Ducati Collection.

Yes, I Monster.



The embrace, or Monster and Psyche.



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Ducatisti

Filippo Polidori The coolest Italy

I have a privileged job, because I work with one of the great pleasures of life. And preparing food is nothing but a gesture of love. At the beginning there was the passion. Then a bit of chance and especially the desire to try things out marked out my path. I was the first one in Italy to talk about street food, a niche in the food world. And to celebrate it as an area of excellence.



A Ducatista, communicator and dreamer, Filippo Polidori has a nose for the very best in food and wine and is a global ambassador for all that is Made in Italy.

The quest for authenticity

Studying the raw materials was, and still is, fundamental. I learned to trust my senses. When something is authentic, you recognize it right from the smell, from the sensations that it evokes in you, to the touch and to the eye. Some tomato producers are like the Michelangelos of food, so perfect are their products.

The same is true for motorcycles. The smell of the oil, of the components, the pleasure of brushing your hand over the handlebars or the seat... You sense the love of the person who built them, and you can't help but fall in love with them, too. This is what most makes me feel close to Ducati. Producing in an authentic way. If we compromised with the quality of our products, we would immediately lose our value, and we would lose a piece of ourselves.

Genuineness and conviviality are Italian values, exported to the world and recognized everywhere. I believe we should be proud of what we are and that the time has come for us to fall in love with our country again. I work with food and with products made exclusively in our country, because I don't want to give up the purest and most authentic of everything Made in Italy. When we Italians play at a high level, there's nothing for anyone else. The others don't have our soul.





THE NEW FRAGRANCE FOR MAN

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Riding a motorcycle is the most exciting way to enjoy the road, and offering the utmost safety to the motorcyclist is Ducati's commitment. Ducati bikes are increasingly easy to handle, reliable and better equipped to guarantee maximum safety and enhance riding pleasure. Technical clothing is made with more and more advanced materials for adequate protection and increased visibility. The safety of motorcyclists is Ducati's commitment. For more information visit the safety section of the Ducati site (www.ducati.com).

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The weights in running order are considered with all operating fluids, standard equipment and the fuel tank filled to 90% of its useful capacity (UE regulation no. 168/2013). For more information visit www.ducati.com. Printed in January 2018.

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