

# DUCATI

The Redline Magazine

2|2016

1299 PANIGALE S  
ANNIVERSARIO  
No 001/500

## 1299 PANIGALE S ANNIVERSARIO

**WDW 2016** THE GREAT CELEBRATION OF ALL DUCATISTI  
**90 YEARS OF DUCATI** 1926-2016 A STORY OF PASSION AND PERFORMANCE  
**MULTISTRADA 1200 ENDURO** GLOBETROTTER ATTITUDE

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Engineered by  
**Bianchi**



Ducati 330 SX  
**Passion beyond the borders.**

[www.alpensrl.com](http://www.alpensrl.com)



# A STORY FULL OF RECORDS AND VICTORIES



The story of Ducati's first 90 years includes chapters and events that make it truly unique and unmistakable.

Founded in 1926, in 1946 Ducati started producing motorcycles that shortly acquired a sporty personality, featuring engines with Desmodromic timing system, innovative design, cutting-edge technology, and strong performances in competitions. These same characteristics live on today, passing through important years like 1954 with the arrival of the engineer Fabio Taglioni (the father of the Desmo) and, in the same decade, the victory at the Motogiro and at the Nations Grand Prix. In 1972 we won the legendary 200 Miles of Imola with the 750 twin cylinder, and in 1978 the TT on the Isle of Man with Mike Hailwood. Another milestone was the first Superbike victory in 1988, prelude to the 17 Constructors' titles and 14 Riders' titles that constitute our unreachable record in this competitive, prestigious championship. In 2003 we entered the MotoGP World Championship and, after only four years, in 2007 we won both the Constructors' and Riders' titles with Casey Stoner.

The exact date of this anniversary is July 4th, and we wanted to start the celebrations in the city where we were born, Bologna, with the mayor. It is also a symbolic choice that confirms our close connection with the city and its institutions.

But this was only the first of many initiatives that we organised to celebrate our 90 years. The most important is the complete renovation of the Museum, inaugurated in 1998. With its 40,000 visitors each year, it is the second most visited museum in Bologna.

The high point of the celebrations is the World Ducati Week 2016: a celebration with the Ducati fan community, 1-3 July at the Marco Simoncelli Misano World Circuit. Three days of motorcycles, passion, fun, and adrenaline celebrating the values and enthusiasm that filled the company's first 90 years and that accompany us in our constant growth.

# A STORY FULL OF RECORDS AND VICTORIES

Then on July 4th we return to the company, with a ceremony kicking off a motorcycle tour around the world, across Europe, Russia, China, Japan, and the United States, returning to Italy and concluding in Borgo Panigale. It will be a journey back in time, passing through the most important locations of our history. Celebrations continue with the presentation of the new Panigale 1299 S Anniversario, even lighter and better performing, filled with sleek components. To underline our competitive DNA, the colouring recalls that of the Desmosedici GP.

Ninety years have passed since our founding, and to be the company that we are today, one of the engines that has driven us and still drives us today is certainly pride: Italian pride, pride in knowing how to do things. Pride that captures the spirit of manufacturing and product invention as a driver of growth. Thanks to our collective talent we have achieved extraordinary results: record-breaking sales of our motorcycles every year, success in competitions, continued growth in the number of employees in the company, today totalling 1,541 employees.

Our success is visible in the numbers, which all grew last year: 54,809 motorcycles delivered, € 702 million in sales, and € 54 million in operating income. Our sales network, which today includes 766 dealers and service points in more than 90 countries, over the course of 2015 made it possible for us to increase deliveries in almost every region of the planet. North America remains our biggest market, with 12,136 motorcycles delivered (+14% compared to 2014). In Italy we have achieved an increase of 53% in sales with 6,569 motorcycles. Sales record also throughout the rest of Europe, where overall deliveries increased by more than 30%. Our market share has also increased in the Asia-Pacific markets, and we are also strengthening our presence in China (+46%).

These records are the result of continued investment in new technologies and new motorcycles, which for the current year translates into nine new developments including XDiavel, Multistrada 1200 Enduro, and Scrambler Sixty2 with which we entered new areas: the "Cruiser" world, the "Off-Road" world, and that of bikes with displacement lower than 500 cc. XDiavel S just won the "Red Dot Design Award - Best of the Best," an international design award that each year awards a prize to the most original and deserving objects for their design and innovation.

The 1299 Panigale won the sport motorbikes comparison of MCN, identified as the best sport motorbike in 2016 both on the track and on the road.

Triumphs and victories have filled our past, and will continue to illuminate the road ahead for years to come.

Thanks to all. Viva Ducati, viva the Ducati fans.

**Claudio Domenicali**  
CEO of Ducati Motor Holding





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# *BORN ON THE TRACK. BUILT FOR THE ROAD.*

The Audi R8.  
Join the #LeagueofPerformance



Fuel consumption in l/100 km: combined 12.3–11.4, CO<sub>2</sub> emissions in g/km: combined 287–272.  
Figures on fuel consumption and CO<sub>2</sub> emissions in ranges depends on which tyre/wheel set is used.



 Audi Sport

# MORE THAN RED

[wdw.ducati.com](http://wdw.ducati.com)

**1<sup>st</sup> - 3<sup>rd</sup> July**  
Misano, Italy

Summer, Italian style, the Adriatic Riviera,  
the city of Bologna, the Misano circuit and the roar of  
thousands of Ducati bikes. All this was WDW2016.

# WDW2016

WORLD **DUCATI** WEEK

1-3 Luglio / Misano, Italia

[wdw.ducati.com](http://wdw.ducati.com)

United with Ducatisti the world over and feeling the passion during a weekend of motorbikes, fun and adrenaline-fuelled excitement.

It was a one-of-a-kind opportunity to celebrate 90 years of Ducati at the greatest gathering in the world of motorcycling.

WDW2016  
DUCATI WEEK

DUCATI

# DUCATI MUSEUM



Countless events marked this milestone. First and foremost, the total renovation of the Ducati Museum opened in 1998, a destination for over 40,000 visitors a year that make the Ducati Museum the second most visited museum in Bologna. Work was finished on time for the WDW2016 (at the Misano World Circuit "Marco Simoncelli") the major international gathering which attracts Ducatisti from around the world every 2 years.

Together with the World Ducati Week, the Ducati Museum had a pre-opening, only to be fully operational late September 2016 ready to welcome visitors again. Thanks to the refurbishment and modernisation, a 20% increase in annual visitor numbers is expected.

The most important new features of the Ducati Museum will include the expansion of exhibition spaces dedicated to both classic racing bikes and to the brand's most important production motorcycles. In addition, all available information is being digitised for future visitors.



The original world this motorcycle belongs to had its own space, where participants had a unique experience in pure "XDiavel lifestyle". There was also a chance to perform test rides on the roads surrounding the Misano World Circuit. XDiavel was the revelation of 2016, elected by the public as the best-looking bike at Milan's EICMA2015 and validated style and design icon with the international "Red Dot Award 2016: Best of the Best".

# IN THE PADDOCK WITH STONER AND MOTOGP AND SBK RIDERS



He was there: the Australian rider who won the 2007 MotoGP World Championship with the Ducati Desmosedici was a sure thing. Casey, the idol of the Ducatista Community, currently involved in his role as an official MotoGP test rider, joined the line-up of riders and personalities hanging loose at the Misano paddock.

Also taking part were the official riders of the MotoGP, Andrea Dovizioso and Andrea Iannone, riders on the Team Aruba Superbike, Davide Giugliano and Chaz Davies, not to mention unforgettable champions of our recent past the likes of Troy Bayliss.

# WDW HIGHLIGHT

## **Ducati International Bikers Games**

Knock-out tournament where eight teams of Ducatisti from around the world tested their mettle in competitions including a slow motion race, precision braking contest and assembly/disassembly challenges.

## **Stuntman exhibitions**

Acrobatics on the track by the most famous stuntmen in the world of motorcycling the likes of Emilio Zamora and with him, others of international fame including Victor Chelenkov, Jeremy Vonk and Michael Threin.

## **Ducati Garage Contest**

The traditional contest that since the 2002 WDW awards prizes to the most beautiful special Ducati bikes created by non-professional customisers from every corner of the world.

## **Ducati Heritage Contest**

The contest elected the most beautiful of the vintage bikes entertaining the paddock of the 2016 World Ducati Week. All single-cylinder vintage Ducati bikes produced from 1946 to 1978 and twin-cylinders produced from 1971 to 1996 were admitted.

## **SuMisura**

For the entire duration of WDW2016 participants took advantage of the SuMisura service offered by technicians from Dainese – leader in protective clothing for motorcycling and a long-standing partner of Ducati's – for anyone who wanted to create a customised motorcycling suit. Measurements were taken free of charge, then the order was finalised through the Ducati dealer of reference. For more information, contact your dealer or visit the site [www.ducatisumisura.com](http://www.ducatisumisura.com)

# WDW2016

## WORLD DUCATI WEEK

1<sup>st</sup> - 3<sup>rd</sup> July / Misano, Italy

[wdw.ducati.com](http://wdw.ducati.com)

## DRE ENDURO



The Multistrada 1200 Enduro will be the focus of the DRE Enduro, the new off-road riding school presented at WDW2016 offering mini-courses to test the bike. Dedicated to Ducatisti dreaming to travel the world on the seat of their bike, visit new places and enjoy new experiences, the DRE Enduro is a bona fide riding academy that enables participants to acquire technical skills and learn the tricks of off-road riding.

**WDW2016**  
**WORLD DUCATI WEEK**

**RAD  
SCR  
REUNION  
#01**

[scramblerducati.com](http://scramblerducati.com)

**1st - 3rd July**  
Misano, Italy

Even at this World Ducati Week the Scrambler enjoyed the spotlight during the weekend on the Riviera. Scrambleristi all over the world were invited to the Land of Joy in Misano for their first big official gathering.

During the last WDW the Scrambler® introduced its Land of Joy anticipating a trend that has now become a movement. And this year's edition included the very first "Scrambler Reunion"!

Scrambleristi and visitors meeting up to share their "self-expression" found a host of surprises and activities: the Scrambler Village, 1,400 sq.m of Land of Joy pulsing with a Californian vibe and complete with Scrambler basketball playground, street food, a half pipe, a special edition of Days of Joy at the Misano FlatTrack circuit, test rides with the whole Scrambler range, a Scrambler Party at Aquafan in Riccione and loads more!



# SCRAMBLER REUNION HIGHLIGHT

The new **Scrambler® Sixty2** and **FlatTrack Pro** were made available to visitors for test rides, just like all the Scrambler® models in the range.

Not to miss was a **shop area featuring** the latest Scrambler® Lifestyle accessories and clothing.

What fun! An artificial climbing wall was open to anyone who wanted to have a go at scaling heights, a basketball playground set up specially for the occasion, non-stop live music compliments of the **Scrambler Music Marathon** "performed" by Ducati employees and their bands, and a **Barber Shop** in partnership with Prep for a new look, plus many other surprises!

A special event of the **Days of Joy** was a **FlatTrack School** held at Misano, a day with expert instructors and professional "Due Ruote" riders offering lessons on how to slide safely on dirt tracks.

There was also the **Custom Rumble Contest** dedicated to the best Scrambler® models customised by Ducati dealers around the world. Five finalists had already been chosen and at the WDW the best-looking of them was selected by a jury of experts.

There couldn't be a Land of Joy without a party! The evening of July 1 at Aquafan in Riccione the **Scrambler Party** was the place to be! A 90s-themed celebration with water games and lots of bubbles.

On **Scrambler social media** it was possible to follow the adventures of mascot Bart, who gave a weekly video update of the many activities the Scrambler offered its fans at the World Ducati Week.

WDW 2014  
WORLD DUCATI WEEK



# MULTISTRADA 1200 **ENDURO**



## Globetrotter attitude

The new Multistrada 1200 Enduro is designed to embark on any adventure in the most remote zones of the five continents while being functional and safe



for everyday riding on roads in and out of town. A full set of features make it a globetrotter, forever ready to satisfy the rider's needs.



Travelling is the soul of the new Multistrada 1200 Enduro



The standard  
electronic equipment  
includes the most  
complete and cutting-  
edge systems in terms  
of functionality and  
safety

EQUIPMENT Cornering ABS with 3-level adjustment - Riding Modes, with a choice of Touring, Sport, Urban, Enduro - Vehicle Hold Control to make starting uphill easier - Full LED headlamps with cornering function. Wheelie Control with 8-level



adjustment - Semi-active suspensions - Cruise Control - Infotainment: Multimedia System and Link App - 5-colour TFT Instrument Panel - Backlit handlebar controls - Hands-free system.

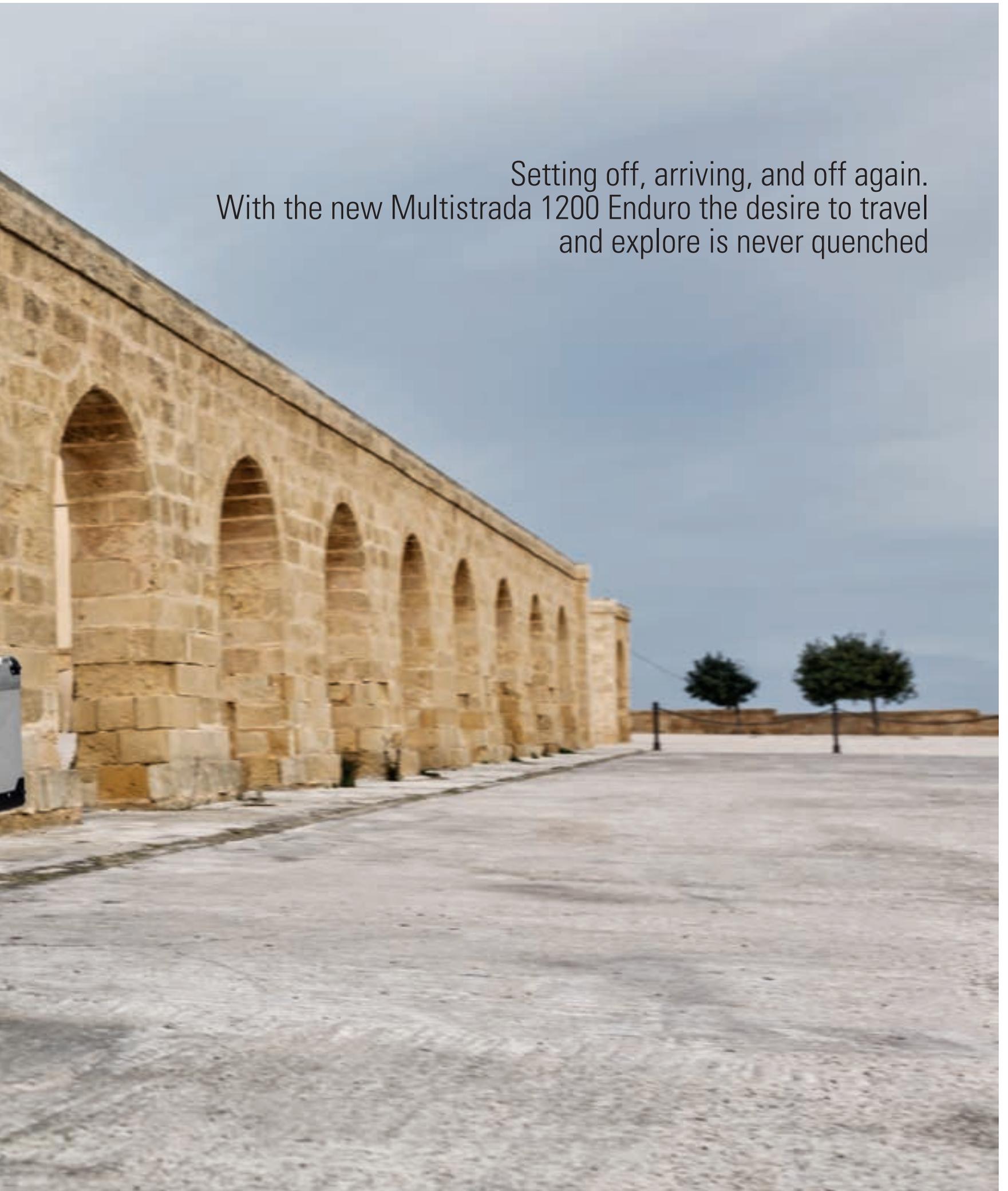


The joy of discovery, even in two.  
Comfort, load capacity and dedicated accessories  
guarantee relaxing getaways



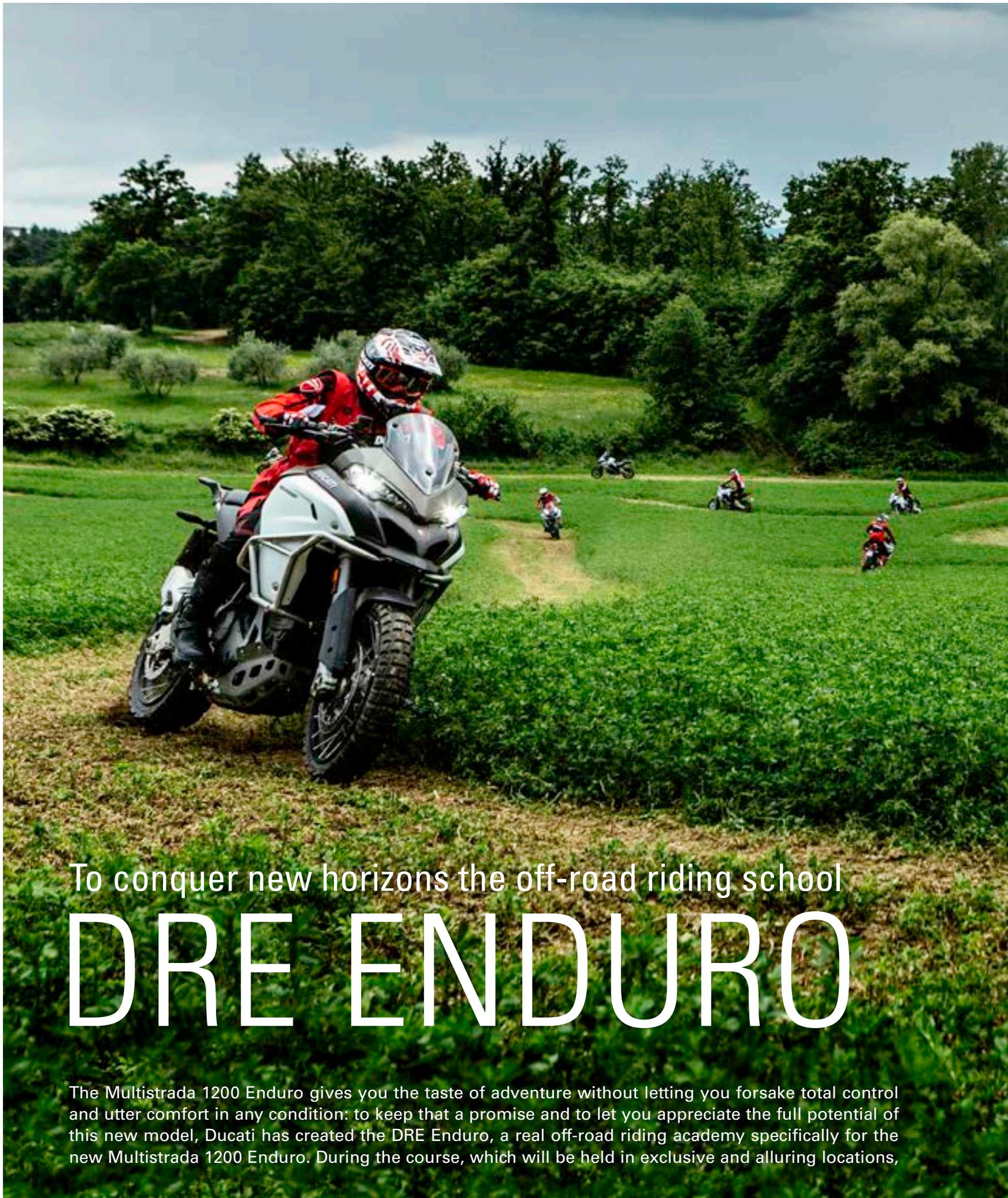


Setting off, arriving, and off again.  
With the new Multistrada 1200 Enduro the desire to travel  
and explore is never quenched



The new Multistrada 1200  
Enduro doesn't stop where  
the asphalt ends:  
the Riding Modes give  
perfect traction and total  
control by the rider  
no matter the conditions





To conquer new horizons the off-road riding school

# DRE ENDURO

The Multistrada 1200 Enduro gives you the taste of adventure without letting you forsake total control and utter comfort in any condition: to keep that a promise and to let you appreciate the full potential of this new model, Ducati has created the DRE Enduro, a real off-road riding academy specifically for the new Multistrada 1200 Enduro. During the course, which will be held in exclusive and alluring locations,



participants will be able to to perfect their riding techniques under controlled conditions enjoying the supervision of expert and trained riders. It will be a unique experience to learn how to safely tackle unfamiliar situations like sand, mud or gravel that can go on for miles or appear behind a bend when the journey takes you to far-off destinations and along unknown roads.









## MAIN NEW FEATURES

Fuel tank with capacity increased to 30 litres - Sachs fork and rear shock - 200 mm wheel travel - Double-sided aluminium swing arm - Aluminium side panels - More protective mudguards - New 19" front wheel - Raised and narrow exhaust tailpipe with heat shield - Aluminium sump guard - Rear-view mirrors repositioned to avoid interference with arms while riding standing up - Handlebar with handgrips raised by 50 mm - Steering damper - Greater comfort seat for rider and passenger.





# PERSONALISE YOUR ADVENTURES

Whether it's about experiencing the thrill of travel, emphasising the sports aspect that characterises every Ducati, taking on a rough patch when the asphalt disappears or penetrating deep inside the urban jungle, the new Multistrada 1200 Enduro has a set of accessories that rises to the challenge of any situation.

Drawing on the four Riding Modes, Ducati offers four packs that accentuate the different spirits of the motorbike and that can be matched at will: Touring, Enduro, Sport and Urban. Four packs that add even more versatility to the broad horizons of the new Multistrada 1200 Enduro.



**Termignoni racing exhaust unit.** The silencer, with removable Db killer, is finished in aluminium and titanium. The new pipes and the dedicated mapping boost engine performance.

**Rear brake disc protection.**

Protects from accidental impact and ensures the disc stays cleaner for greater braking safety.



**Carbon air scoop side covers.**  
The front of the bike gets a meaner look.

**Steel tube fuel tank side protections.**  
Give the engine even more protection against possible shocks when taking the motorbike on rugged stretches.

**Carbon horizontal timing belt cover.**  
Lightweight and resistant.



IN  
PARTNERSHIP  
WITH PIRELLI, DUCATI HAS  
DEVELOPED SCORPION RALLY,  
NEW AND EXCLUSIVE TYRES SPE-  
CIALYDESIGNEDFORTHEMULTISTRADA  
1200 ENDURO. THE SPECIAL TREAD BLOCK  
PATTERN ENSURES DIRECTIONAL STABIL-  
ITYAND TRACTION EVEN IN THE TOUGHEST  
OFF-ROAD RIDING CONDITIONS,  
AS WELL AS STRENGTH AND PUNC-  
TURE RESISTANCE, DURABILITY  
AND HIGH PERFORMANCE  
ON ASPHALT



**Simon Hargreaves - Motor Cycle News**

Genuine off-road ability meets all-day techy-touring, and without any meaningful loss of cornering prowess on the tarmac. Move over BMW GS, KTM Super Adventure and the rest; there's a new kid in town.

**Federico Garbin - In Moto**

E' la prima Ducati progettata per viaggiare e "sporcarsi". Molto diversa dalla versione standard, ha la ruota anteriore da 19", le sospensioni a lunga escursione e il serbatoio da 30 litri. Tutti gli ingredienti per non fermarsi mai.

**Fabio Meloni - Motociclismo**

Abbiamo fatto qualcosa in più di uno sterrato che si perde nel verde: 80 km di fuoristrada con qualche salitona un po' "rotta", carreggie, tratti scivolosi, tratti bagnati, tratti fangosi, grazie anche alle Pirelli Scorpion, è stata un'esperienza godibilissima.

**Cristian Lancellotti - Dueruote**

Con la nuova Multistrada 1200 Enduro Ducati entra dalla porta principale in un segmento inesplorato: quello delle Globetrotter giramondo.

**Alan Cathcart - Formulamoto.es**

La gama Ducati no cesa de ampliarse. ¿Habías pensado hace pocos años en una custom o una off road de Borgo Panigale? Ahora llega la Multistrada 1200 Enduro, la versión que más hace honor a su denominación "multicamino", y así la vemos después de estrenarla.

As far as the international press is concerned, it's unanimous: the new Multistrada 1200 Enduro is comfortable, agile and safe on the road and astounds for its off-road performance

**Bradley Adams - Cycle World**

Ducati intends for the Multistrada 1200 Enduro to take you further off the beaten path than any Multistrada that's come before it. More than 266 new or updated parts have gone into making that happen.

**Stefano Cordara - La Gazzetta dello Sport**

Potentissima se si vuole, molto gestibile se necessario, bilanciata, con un'ergonomia azzeccatissima per la guida in piedi. Riesce a raggiungere luoghi impensabili per una moto da 254 kg in ordine di marcia.

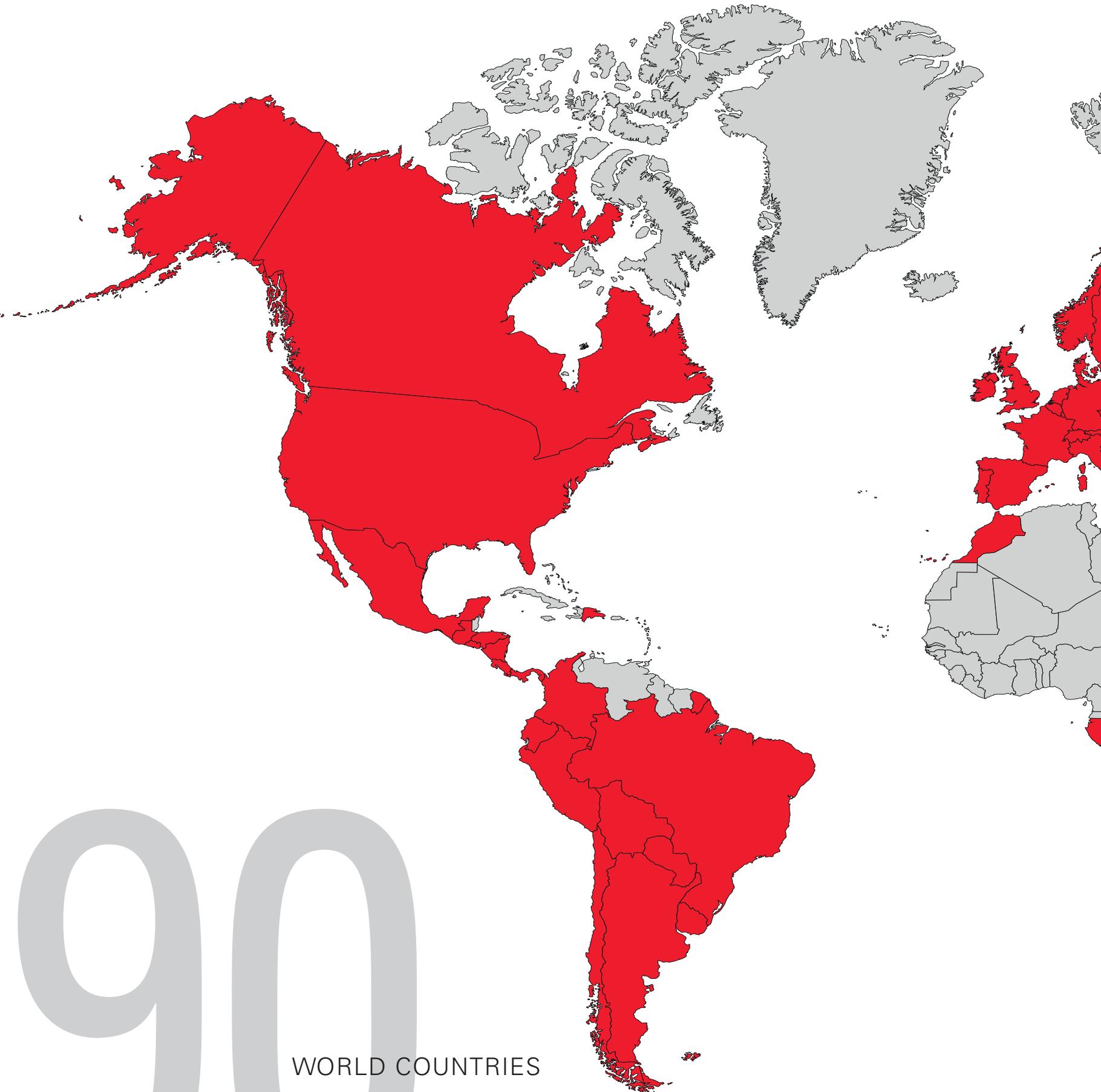
**Andrea Perfetti - Moto.it**

In modalità Enduro, con 100 cavalli e le sospensioni dalla taratura morbida prevista dal riding mode dedicato, la Multistrada 1200 Enduro si arrampica con grande facilità su fondi anche molto sconnessi e la trazione è sempre eccellente.

**Das Motorrad**

Schnell auf der Straße war eine Ducati Multistrada 1200 schon immer, nun wollen sich die Italiener auch auf schmutziges Terrain wagen. Also verwandelten sie ihre Rase- in eine Reiseenduro.

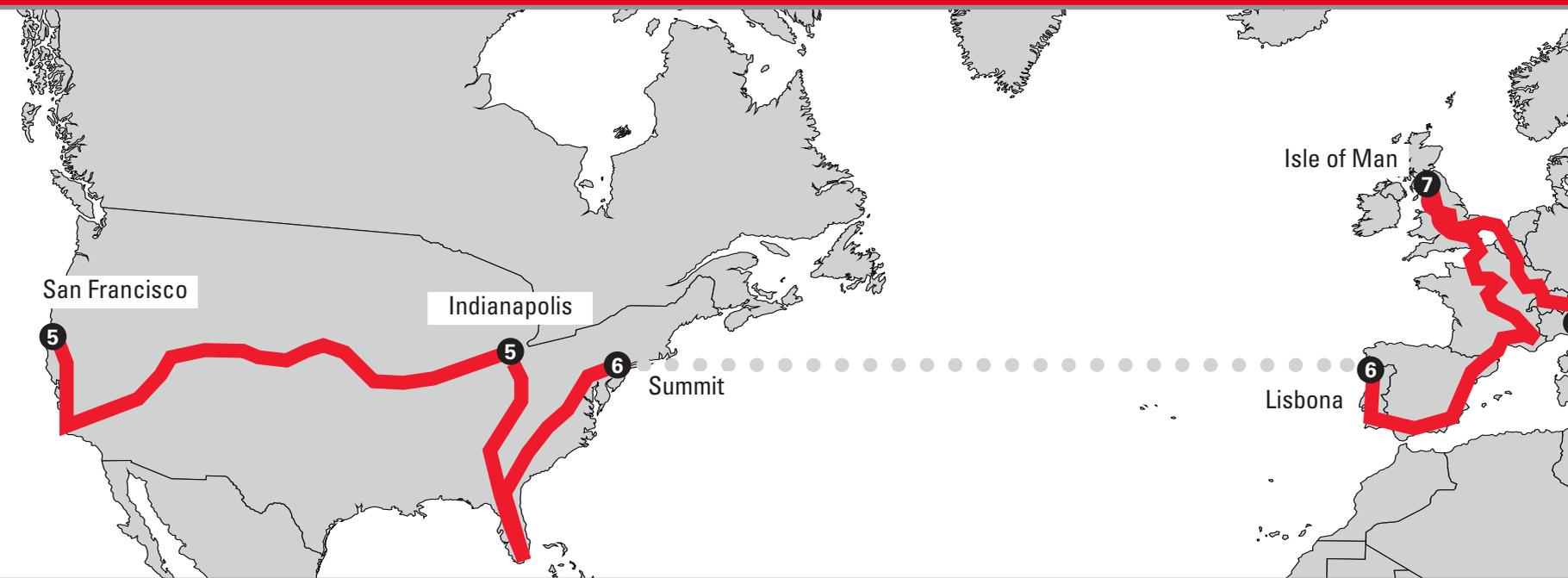
Ducati is in over 90 countries with 766 Service Points and  
of customers who are looking



90  
WORLD COUNTRIES



# GLOBETROTTER



- 1 K m 3 . 8 5 0 From Bologna to Moscow from 4/07 to 29/07 **\_13 days**
- 2 K m 9 . 1 0 0 From Moscow to Japan from 31/07 to 10/09 **\_40 days**
- 3 K m 2 . 0 5 0 From Japan to US from 12/09 to 25/09 **\_12 days**
- 4 K m 3 . 9 0 0 US part 1 from San Francisco to Indianapolis from 27/09 to 13/10 **\_14 days**
- 5 K m 4 . 2 0 0 US part 2 - from San Francisco to Indianapolis from 15/10 to 04/11 **\_16 days**
- 6 K m 3 . 9 5 0 From Portimao to the Isle of Man from 06/11 to 01/12 **\_14 days**
- 7 K m 2 . 4 0 0 From UK to Bologna from 03/12 to 15/12 **\_10 days**

# ON THE ROAD



But July 4 was Ducati's true anniversary. The event was celebrated at company HQ with a ceremony kicking off a symbolic round-the-world trip on a motorcycle through the locations and on the roads that have written the most important pages of the company's history. Started from Borgo Panigale, the itinerary will cross Europe, continue along the legendary Trans-Siberian route through Russia, Mongolia, China, then Japan, to arrive in the United States before heading back to Europe. The closing miles of the round-the-world trip are set to run along the "Futa" road (where

many Ducati motorcycles have been developed and tested over the years), returning to Borgo Panigale where arrival is scheduled for 15 December 2016.

Seven legs for a total of 30,000 km around the globe on the new Multistrada 1200 Enduro ridden alternately by seven rider-torch bearers carrying a special torch designed by the Centro Stile Ducati to symbolise the burning passion that animates the Bologna motorcycle manufacturer. Authentic globetrotters that Ducati chose from thousands of enthusiasts.





# STYLE THAT TRAVELS WITH YOU

The pleasure of travelling together, united by a taste for adventure and a common choice of style that translates into comfort and safety – whatever the road, whatever the forecast

At left, Tour 14 jacket and pants in men's and women's version. Produced in double-faced fabric with waterproof, breathable membrane on one side, a removable thermal lining on the other. The two pieces, joined at the waist by a zipper, can be purchased separately. The Thunder Pro helmet features the Pro Shade system with two visors: one clear, the other smoke-tinted.







The practical, elegant, and versatile Redline jacket is made from a waterproof and highly breathable technical fabric. In addition to being equipped with certified shoulder and elbow protectors, this model is also designed to house a back protector. Characterised by an essential style, it is available in versions for both men and women.



Here it has been matched with the Company 2 technical jeans, which feature soft removable knee protectors, and are available in both men's and women's versions. The matte black Logo 14 full face helmet completes the look.



Lightweight and breathable garments enjoy every moment of the trip, without compromising on safety and comfort



On the left, the ventilated Summer 2 jacket with removable protectors and a pocket for inserting a back protector. It has been matched with the Summer 2 trousers, which can be adjusted using six ergonomic adjusters, and are equipped with a side zipper to facilitate their removal. The helmet is the Thunder Pro model, manufactured by Arai.

Above, the Flow 2 fabric jacket, which consists of two layers, and is equipped with a removable breathable Windout membrane that adjusts the warmth of the garment according to the temperature. This model is also available in the total black women's version.



Comfort, safety, protection: equipment designed to make every trip on the seat of the Multistrada 1200 Enduro free to enjoy



Breathable and water-resistant fabrics, garments to wear over protections and to ensure the greatest comfort. The Enduro jacket, with air vents, volume adjustments and practical pockets have detachable sleeves. Pants have reinforcements in leather and rubber inserts. The Explorer full-face helmet, with peak and steel mesh at chin, combines beautifully with the goggles to complete the off-road look.



EXCLUSIVE: OUR LIMITED EDITION SUPER

# 1299 PANIGALE **S** ANNIVERSARIO



BIKE, ONLY 500 PIECES PRODUCED



**1299** PANATIC  
ANNIVERSARY  
N° 001/50



Every detail of the new 1299 Panigale S Anniversario was designed for style and performance.

Style, Sophistication, and Performance: the new 1299 Panigale S Anniversario includes numerous new developments, increasing its quality and performance even more. The Style is defined by a new look and dedicated details like an engraved and numbered steering head, and new forged Gold Marchesini rims. Sophistication is the result of maniacal attention to details, in addition to even more advanced electronics that improve Traction Control and Wheelie Control.

THE NEW LOOK IS INSPIRED BY RACING

As far as Performance is concerned, the equipment features special parts for the bodywork, chassis, and electrical system, making the 1299 Panigale S Anniversario even lighter than the "S" version.

Among the more prestigious special components, the lighter lithium battery, and the Akrapovič exhaust system in titanium supplied standard together with the approved system. There are also carbon bodywork details, like the front and rear mudguard. This lightening of the motorcycle improves its performance even more.

BIKES, AN HOMAGE TO OUR COMPETITIVE DNA

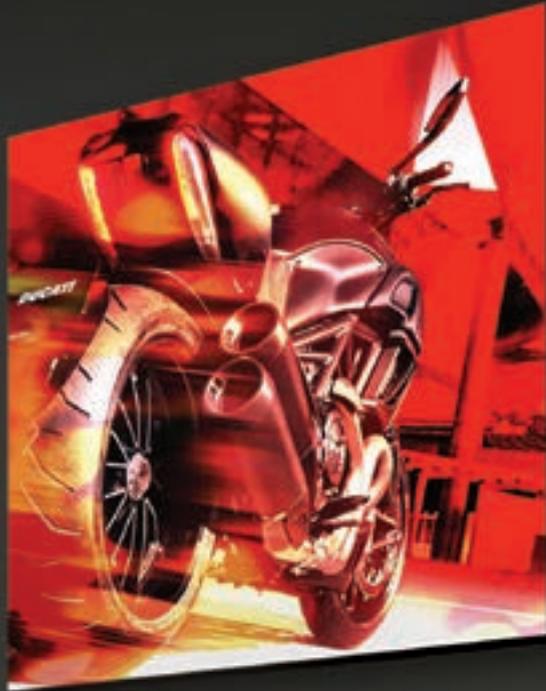


Titanium, special components, new graphics: a pleasure for the eyes combined with the sleekest technology.



# Reflect your love on your wall

Find your favorite  
Ducati Art Print on [ducatiart.com](http://ducatiart.com)



**ART**OFBRANDS  
ART FOR YOUR PASSION  
[www.artofbrands.com](http://www.artofbrands.com)



Artworks: Diavel Speed by Daniel Peh; Scorpion 1 by Daniel Peh; Panigale's Thrill by Pat Kuleta

# THE ORIGINS OF THIS GREAT ADVENTURE

THE STARTING POINT  
WAS A SMALL 48 CC  
AUXILIARY ENGINE  
PRODUCED DURING  
THE EARLY POST-  
WAR PERIOD: THE  
CUCCILO. WHICH  
WAS IMMEDIATELY  
DEVELOPED FOR  
RACING, AND WAS  
IMMEDIATELY  
VICTORIOUS

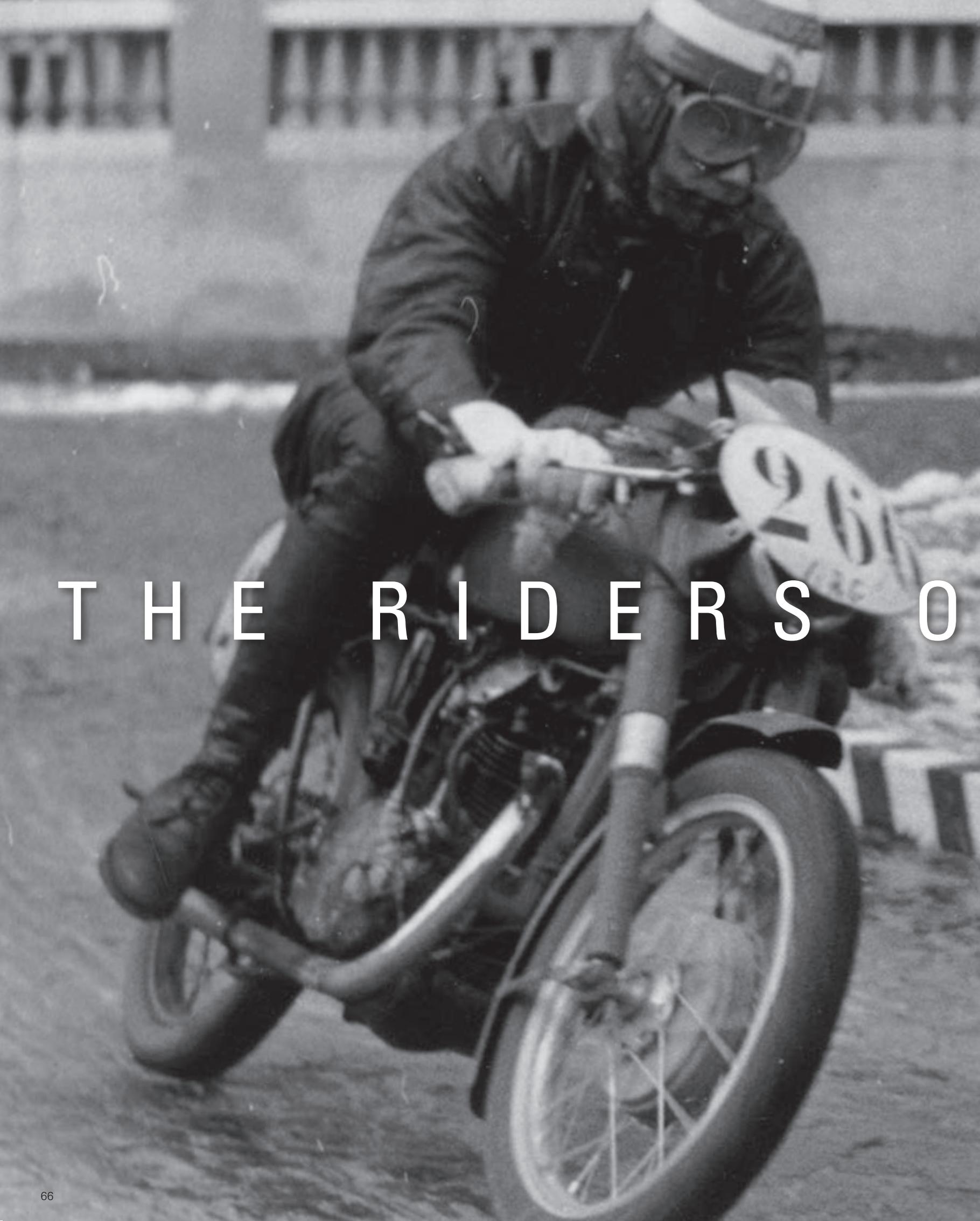
The year 2016 marks the ninetieth anniversary of our company, which was founded on 4 July 1926 at the behest of the three brothers Adriano, Bruno and Marcello Cavalieri Ducati. The company's first product was the "Manens" electric capacitor, which was no larger than a one Euro coin, and was based upon an entirely new technology that was highly-sophisticated for the time.

This was followed by further innovations, and the quality, technological know-how, and precision of products like calculators, radios, cameras and movie cameras soon made Ducati one of Italy's most technologically advanced companies of the 1930s. The company grew exponentially: on 1 June 1935, the first stone of the new factory in Borgo Panigale was laid, and by 1936 the number of employees increased from just two at the first small workshop, to a total of 1,200.

#### The first races, and the first victories

The outbreak of the Second World War after just a few years was ultimately fatal for the facilities in Borgo Panigale, which were damaged by bombing in 1944. For the entire duration of the war, however, the Ducati brothers studied with great foresight, and designed new products to be marketed once the war was over. As a result, the Cucciolo was launched at the Milan Exhibition in September of 1946. This small 48 cc 4-stroke auxiliary engine was first sold in kit form to be mounted on bicycles, and later with a frame that was initially built by the Trento-based company Caproni, a well-known brand name in the field of aeronautics.

The Cucciolo soon became a miniature motorcycle in its own right, and its success gained Ducati a foothold in the mechanical sector as well. In the early 1950s, the Cucciolo's development saw the introduction of the first racing models, which were immediately successful in their class, and clinched dozens of world records in the 50cc and 100cc classes. This was the beginning of a success story that extends up until today.



# THE RIDERS 0



# N T H E S T O R M

LOOKING BACK ACROSS THE DECADES LEADING UP TO THIS ANNIVERSARY IS TO RELIVE MEMORIES WHERE IT ALL GOES BACK TO THE EXTRAORDINARY MEN AND

# THE RIDERS 0

WOMEN AND THE KEY FIGURES THAT HAVE MARKED OUR COMPANY'S PATH. A SPECIAL MENTION GOES TO THE RIDERS OF THE LAST 90 YEARS WHO HAVE COM-

PETED AND CLINCHED VICTORIES  
ON OUR MOTORCYCLES ON ROADS  
AND RACETRACKS ACROSS THE  
FIVE CONTINENTS. THESE PAGES  
ARE DEDICATED TO THOSE EXCEP-

# N T H E S T O R M

TIONAL INDIVIDUALS, SPARKED  
BY BOUNDLESS PASSION FOR  
SPEED AND THE TOUGHEST CHAL-  
LENGES WITH DUCATI IMPRESSED  
FOREVER IN THEIR HEARTS.



These were the years of both science and fairy tales: like those of Queen Elizabeth, who was crowned in 1952 and remains on the throne to this day, and Grace Kelly, who went from being a Hollywood diva to the bride of Prince Rainier of Monaco. The women who weren't dreaming of white dresses, on the other hand, were going crazy for Elvis Presley, the bad boy from Memphis who launched Rock & Roll from the studios of the Ed Sullivan Show. The melodic music of the past gave way to a rebellious style that gave voice to the wild generation of Marlon Brando and James Dean. In Italy, people cheerfully awaited the economic boom, while the worldwide hit song Volare by Domenico Modugno sparked dreams of taking flight. Leaving the two terrible wars of the early twentieth century behind, the world began to look optimistically to the future. Scientists Watson, Crick and Wilkins discovered the structure of DNA, and Albert Sabin developed the polio vaccine. Mountaineer Edmund Hillary from New Zealand conquered the summit of Everest, while the nuclear-powered submarine Nautilus completed the first crossing beneath the North Pole.



Glauco Zutelli (left) with Ugo Tamarozzi in Monza during the conquest of 12 world records in the 50cc class with the Cucciolo model.



# THE GOLDEN AGE. THE "CUCCILOLO"

THE COMPANY BEGAN MANUFACTURING MOTORCYCLES,  
AND THERE WAS NO SHORTAGE OF RIDERS,  
WHOSE UNBRIDLED PASSION LED THEM TO TUNE THE ENGINES  
AND CLAIM THEIR FIRST VICTORIES

It was obvious from the very beginning. Riding a Ducati was not merely a sport. It was a state of mind. And the first pioneers were driven by something more than enthusiasm alone. It was an enthusiasm that became a way of life, which in turn was transformed into a legend.

Nevertheless, despite the challenges of the early post-war period, Italy retained its passion for racing, but the only low-cost possibility available to racing enthusiasts was the world of "micromotor racing". The races, which were held on street circuits, were wildly popular, and made room for the skills and imaginations of mechanics and tuners. And among the various micromotors to beat, the Cucciolo was always there. In the end, the efforts of the first riders led to an impressive series of successes:

in 1948, Glauco Zitelli obtained a series of victories, including the prestigious Gran Premio Fiera di Milano. Later, together with Ugo Tamarozzi, he managed to beat as many as 27 world records in the 100cc class with a Cucciolo at the Monza racetrack in 1951. The previous year, Tamarozzi himself had set another 12 world records in the 50cc class.

There were many fervent riders who had their own ideas about the sport of motorcycling. It was an activity that with the arrival at Ducati of engineer Fabio Taglioni would become vital for the company. The development of Ducati during the "Cucciolo phase" represented the first steps towards a racing orientation that would become intrinsic to the company's identity.

#### THE RIDERS

Glauco Zitelli, Ugo Tamarozzi, Mario Recchia, Alberto Farné.





Franco Farnè, riding the Ducati 125, has played a leading role in of Ducati's racing history for almost 50 years: his greatest contributions were made as a test rider and mechanic.





Mario Recchia riding the Ducati 65. Joined Ducati as a worker in 1943, at the age of 20. He made his racing debut with a win in 1947, and stood out at the 1951 Emiliano Championship.

Gianni Degli Antoni rode the Marianna model during its debut at the Giro d'Italia in 1955, as well as the 125cc twin-camshaft model the following year, from which the "three camshaft" Desmo model would later be derived.



# THE GOLDEN AGE. THE "MARIANNA" MODEL

SINGLE-CYLINDER, SINGLE OVERHEAD CAMSHAFT,  
100 AND 125 CC: DUCATI'S FIRST REAL RACING MOTORCYCLE  
WAS DEVELOPED BY FABIO TAGLIONI

While the Cucciolo paved the way for Ducati in the racing field, a radical change took place in 1954 with the arrival of a figure destined to become a legend: engineer Fabio Taglioni. Taglioni's bold and nonconformist design style was immediately baptised into the world of racing with his first model, the Marianna, which was apparently named to mark the Marian Year celebrations of 1954. This 100cc single-cylinder single overhead camshaft model gained worldwide fame by participating in the long-distance road races called "Gran Fondo".

In fact, the "Marianna Phase" coincides with an Italian passion for long-distance racing, such as the Motogiro, which consisted of a series of stages held throughout Italy, and the Milano-Taranto race, a 24-hour marathon that covered the entire length of the peninsula.

His commitment helped him to win countless victories, and not just in the endurance races. In fact, over the following years he set other records and won more victories on tracks all around the world using engines derived from the Marianna model. For example, in 1956 a 100cc single overhead camshaft model equipped with an aluminium sole-shaped fairing set 44

records on the speed ring at the Monza race track with riders Santo Ciceri and Mario Carini. In 1956, a double overhead camshaft version designed for speed racing was also derived from the Marianna model. On 15 July of that same year, the "triple camshaft" 125 Desmo model, ridden by Gianni Degli Antoni, made its victorious debut.

The era of the endurance races later came to an end in the late 1950s due to both the high degree of risk to which the riders and the public were exposed, as well as the general crisis in the motorcycle industry, which led all the major Italian manufacturers to withdraw from Grand Prix Motorcycle Racing. Ducati also withdrew, with its super-fast Desmo models, whose careers culminated at the Monza Grand Prix of 1958, where they clinched the top five positions.

This withdrawal also put a stop to a number of interesting technical developments that were in progress at the time, such as the 175cc twin-cylinder, DOHC model ridden by Leopoldo Tartarini in the last Motogiro of 1957, and the 125cc twin-cylinder Desmo model ridden by Francesco Villa.

## THE RIDERS

Gianni Degli Antoni, Giuliano Maoggi, Leopoldo Tartarini, Mario Carini, Santo Ciceri, Alberto Gandossi, Francesco Villa, Franco Farnè, Mike Hailwood, Bruno Spaggiari, Walter Villa, Luigi Taveri.





In 1956, riding a 100cc single overhead camshaft faired model at the Monza racetrack, Mario Carini, here riding the Siluro, set 13 records for the 100cc class, and just as many for the 125cc and 175cc classes respectively.





It was 9 June 1962 when Andy Warhol, an advertising illustrator of Slovak origins, presented his Campbell's Soup Cans series at the Ferus Gallery in Los Angeles: 32 paintings 51 x 41 cm in size depicting each of the 20 Campbell's soup cans. This project marked the end of artworks being seen as unique and original exemplars, and their transformation into objects that would be accessible to everyone, like supermarket products. The realisation of serial artworks even extended to his portraits, including his famous screen prints dedicated to Marilyn Monroe.

This was the start of the Pop Revolution, the embodiment of a youthful world, in which everything was expected to be readily available. There was the music of the Beatles, who released their hit song Love Me Do in 1962, the fashion of Mary Quant, who shortened the skirts of millions of girls in the name of sexual freedom, the flower-adorned hairstyles of the new hippies, the protest songs of Bob Dylan, and the enormous Woodstock music festival. It was a youthful world, capable of both rebellion and great achievements, including the lunar landing with the American Apollo spacecraft on 21 July 1967, and the first heart transplant on a human being, which was carried out by South African doctor Christiaan Barnard on 3 December of that same year.



Mike Hailwood on board the 250cc Desmo twin-cylinder model made especially for him by Ducati.

# THE AGE OF REASON

WHILE THE COMPANY'S OFFICIAL PARTICIPATION IN THE RACES HAD CEASED, THERE WAS NO SHORTAGE OF PRIVATE RIDERS WHO SUCCEEDED IN KEEPING THE DUCATI RACING SPIRIT ALIVE

For Ducati, withdrawal from the competitions marked the beginning of the "Age of Reason," and the company, which had become state-owned, began dealing almost exclusively with the design of motorcycles for mass production, while the racing department continued its work selling specially developed Ducati models to private riders who were willing to pay for them. These primarily consisted of 175cc and 125cc single-cylinder models for the Junior and uphill races, as well as particularly well-designed 125cc and 250cc models for the senior national championship.

But there were also other major developments, including the 250cc twin-cylinder model, derived from the previous 175cc model designed for the endurance races, which was built for an exceptional private rider: Mike Hailwood. This model's engine, which was also produced in a 350cc version housed within a Reynolds frame, was even used by John Surtees. But Taglioni's inspirations were hard to tame, to the point that he even designed

a new 125cc racing model in 1965, this time without the desmodromic timing system, but with an in-line four-cylinder engine, initially with two, and later with even four valves per cylinder. The tests were conducted by Franco Farnè, but its development was subsequently abandoned, and it never participated in any races.

As for Italy's private riders, they primarily competed within our national boundaries, for example at the "Temporada Romagnola," a series of wildly popular and prestigious competitions that constituted the pre-season prologue to the world championships, which were held in the towns along the Adriatic coast.

In this manner, Ducati's racing spirit lived on, and there were even several episodes that resonated widely, like when Bruno Spaggiari, on board his 250cc single-cylinder model, valiantly competed against the powerful Yamaha two-stroke of Phil Read during the 1968 Temporada Romagnola in Imola.

## THE RIDERS

Sergio Baroncini, Augusto Brettoni, Bruno Spaggiari, Mike Hailwood, John Surtees, Franco Farnè, Eugenio Lazzarini.



Sergio Baroncini, one of the most brilliant riders, on board the Ducati 450cc single-cylinder model.







Goodbye peace and love: music underwent drastic changes in the 1970s. To the despair of millions of fans who had not yet resigned themselves to the changing times, the Beatles broke up on 8 May 1970, soon after releasing their album *Let it Be*. This period was marked by the fallout of the Vietnam War, which ended definitively in 1975, leaving behind the large peace rallies.

Meanwhile, in Hollywood, George Lucas was busy creating a series of legendary films set in space: the *Star Wars* saga was launched in 1977 with "A New Hope," the first episode of the *Trilogy*.

In a garage in Cupertino, California, two young children of the hippie counter-culture, Steve Jobs and Steve Wozniak, founded Apple Computers on 1 April 1976, choosing an apple for their logo, like the Beatles: their first computer, the Apple I, was introduced just a few weeks later in Palo Alto. On the tennis courts, Arthur Ashe became the first black player to win the Wimbledon Championship in 1975. Another first was achieved in 1978 by a baby girl, Louise Brown, who became the first human born after conception by in vitro fertilisation.

These years were marked by fierce feminism, as well as transgressive disco nights, to the beat of dance music by Donna Summer. From the vinyl jukebox era of the successful television series *Happy Days*, the era of cassette tapes culminated with the advent of the Sony Walkman in 1979, with CDs arriving shortly thereafter.

Ducati's first L-twin model, the 500 GP of 1971, was built by coupling two single-cylinder engines within a sand-cast crankcase.



# THE REBIRTH

## THE TAGLIONI REVOLUTION: "L" TWIN-CYLINDER ENGINES AND A DESMODROMIC TIMING SYSTEM, THE PROGENITOR OF ALL MODERN DUCATI ENGINES

Ducati's "Rebirth" coincides with the development of the bevel gear twin-cylinder engines that Mr Taglioni had begun to design in the late 1960s.

The first to debut was the 500GP, which showed promising performance at the 1971 Italian Motorcycle Grand Prix. A second L-twin cylinder model, the 750 GT, was presented the same year, and its racing version turned out to be the most significant challenger to Japanese supremacy in the competitions for production-based models.

Proof of this came at the famous "200 Miglia di Imola" in 1972, where Ducati introduced a 750cc model that had been specially modified for the occasion, the "750 Imola Desmo". With Paul Smart and Bruno Spaggiari placing first and second on the podium, it was a memorable victory that would serve as a springboard for Ducati's official return to the arena of international competitions.

Other popular races in those years included the endurance category, the most famous of which were the "24 Horas" on the Montjuich circuit in Barcelona, and the Bol d'Or in France. These races featured the

900 SS Desmo, which had been entrusted to private teams, even though the engines, frames and special parts were furnished directly by Ducati. Ducati's participation in the Bol d'Or was organised by Bruno Spaggiari, who also competed in all the modified production races with his twin models, where riders like Franco Uncini and Virginio Ferrari gained notoriety. Not to mention a much talked-about American rider: Freddie Spencer, who placed third at the 1978 Daytona 100-mile race...

One memorable episode involved Mike Hailwood, who had virtually retired from racing in 1974 after a terrible accident in Formula 1. In 1977, he was convinced to race for Ducati the following year at the TT1 World Championship on the Isle of Man.

What started out almost as a joke soon became a serious attempt to do the impossible: beat Phil Read on his four-cylinder Honda, which had been specifically built to win that race. On 2nd June, riding a twin-cylinder 900SS, Hailwood shocked the world by dominating the race, with a win that still remains one of this sport's most exciting moments to date.

### THE RIDERS

Bruno Spaggiari, Paul Smart, Mike Hailwood, Phil Read, Ermanno Giuliano, Gilberto Parlotti, Mario Ricci, Franco Uncini, Virginio Ferrari.



During the early 1970s, Franco Uncini was among the leaders of the 750cc class with the Ducati Desmo models, with which he won numerous Italian titles.



The age of the hippies gave way to the era of the yuppies: an ambitious and ruthless young generation focused on careers and million-dollar bank accounts, like Gordon Gekko, the hero of the Oliver Stone film *Wall Street*. Their anthem was *Wild Boys*, the legendary single by Duran Duran, who, together with Spandau Ballet, became the kings of England's New Romantic musical style. The icon of the era was Madonna, while Michael Jackson broke all sales records with his wildly popular album titled "Thriller".

Keith Haring burst onto the scene as a leading exponent of street art, with his colourful graffiti art adorning walls all around the world as a symbol of universal peace. In 1982 Italy beat Spain to win its third FIFA World Cup, the most exciting in the nation's history. The Nintendo Entertainment System was released in 1983, and immediately revolutionised the video gaming industry with its legendary *Super Mario Bros.*, among its 500 titles. The desire to escape was even felt at the cinema, where in 1985 director Robert Zemeckis made Michael J. Fox and Christopher Lloyd travel back in time, in "*Back to the Future*".

However, while technology was just a game for most mere mortals, in the United States the computer wars were well under way. In Cupertino, California, Apple launched the Macintosh computer in 1984, the first personal computer with a simple and functional user interface. The following year, in Redmond, Washington, Microsoft released the first version of its Windows operating system. The Berlin Wall, a symbol of the Cold War between the US and the USSR, was torn down in 1989, and negotiations to reunify Germany began soon thereafter.







# PANTAH, THE ORIGINS OF ALL MODERN DUCATI MODELS

THE BIRTH OF THE MODEL FROM WHICH ALL OF TODAY'S DUCATI MODELS ARE DERIVED: WITH A BELT-DRIVEN CAM SYSTEM, DISPLACEMENT THAT WILL INCREASE TO 851 CC, LIQUID COOLING AND A FOUR-VALVE CYLINDER HEAD

While the "200Miglia di Imola" was the jolt that caused the Isle of Man to erupt, it was the Isle of Man eruption that triggered an earthquake. That earthquake was called the Pantah: the model that marked the transition from bevel engines, to engines with belt timing, the solution that is still in use for the entire Ducati production range today.

The Pantah 500SL, which was produced for the first time in 1979, had already obtained a considerable number of victories on the European and American racetracks by the end of 1981.

In fact, that was the year in which a model derived from the Pantah, the TT 600, was prepared specifically to participate in the world championship for the category, which it won in 1981 with the British rider Tony Rutter, who repeated the feat three more times with the next model, the TT2.

The TT was even available for private riders; Ducati provided them with a complete tuning kit for transforming the production model. It should be noted that in those years Ducati's bond with the

racing world had been primarily kept afloat by the NCR workshop (supported by loyal "aficionados," like Franco Farné, Mario Recchia, Giorgio Nepoti, and Rino Caracci), but all that changed when the State sold the company to the Castiglioni brothers in 1985.

The new owners reaffirmed that Ducati's natural goal was to ascend to the pantheon of racing, and even changed the technical staff: Mr Taglioni remained as a consultant, but the management responsibilities were taken over by another engineer, Massimo Bordi.

At that point all the pieces were in place for the second phase of the company's Rebirth: destiny was calling, and Ducati answered the call. The TT 600 was followed by additional models for the road and track: the TT2, 750 F1, F3, Montjuich, and finally the prototypes of the 750cc, air-cooled, two-valve desmodromic model, which won the 1986 Daytona BOT with Marco Lucchinelli. It was the start of a new era.

## THE RIDERS

Massimo Broccoli, Vanes Francini, Walter Cussigh, Tony Rutter, Stefano Caracchi, Davide Tardozi, Marco Lucchinelli, Virginio Ferrari, Walter Villa.



With the 851, Marco Lucchinelli won the “Battle of the Twins” at Daytona in 1987. The following year, he clinched two victories with Ducati at the World Superbike Championship.







English rider Tony Rutter enjoyed great success on board the Pantah's racing versions (the TT and later the TT2), with which he won the world title for the category four times.

**D**espite being known as the years of the New Age, in addition to disseminating a lightweight version of the spiritual counter-culture, the 1990s began with an event that changed the world and its methods of communication: the launch of the first website on the World Wide Web, on 6 August 1991.

In 1994, Nelson Mandela's victory in the South African election marked the end of the apartheid regime. On 1st May of the same year, at the age of 34, beloved champion and racing figure Ayrton Senna was killed in a racing accident in Imola.

Quentin Tarantino, the director of *Reservoir Dogs* (1992), took Hollywood by storm with *Pulp Fiction*, which was nominated for the Oscar in 1995.

Meanwhile, Sony's PlayStation video game console exploded onto the market, and went on to sell 100 million units. On 30 June 1997, English author J.K. Rowling published "Harry Potter and the Philosopher's Stone", the first book in a seven-volume series about the boy wizard from Hogwarts, which became a global success.

On 31 August of that same year, Princess Diana died. In 1998, James Cameron's *Titanic*, starring Leonardo Di Caprio and Kate Winslet, became the most watched film in history. The most important event of the year, however, took place out of the spotlight: in Menlo Park, California, Larry Page and Sergey Brin, both students at Stanford founded the company Google Inc.





Troy Corser won the World Superbike Championship in 1996, after placing second and third in the previous years.



# ABSOLUTE SUPERBIKE SUPREMACY

THE RISE OF THE SBK WORLD CHAMPIONSHIP PROVIDED DUCATI WITH AN IDEAL VENUE TO SHOWCASE THE POTENTIAL OF ITS MOTORCYCLES: 8 TITLES WON IN TEN YEARS

The year 1988 marked the dawn of the new Superbike era, the championship in which Ducati would go on to excel in the competitions reserved for production-based models.

These began with the 748 IE model, with a liquid-cooled 4-valve engine, which debuted at the 1986 Bol D'Or in France. This model was later modified, with its displacement being increased to 851cc. This latter model was the prototype that would launch Ducati into the new world of Superbikes.

The beginning was promising, and the championship was won for the first time in 1990 by Raymond Roche on a further developed model of the same motorcycle, the 888. The same bike also won the following two years with Doug Polen, with the unforgettable pair of Giancarlo Falappa and Carl Fogarty taking over in 1993.

The new 916, a model that would serve as a benchmark for everyone in the history of sport bikes, was introduced in 1994, and debuted ridden by Fogarty with a victory at

that year's championship.

Fogarty won again the following year, and then passed the baton to Troy Corser, who won in 1996 with the larger 996 displacement version. Fogarty returned to Ducati in 1998 and won the title again, at a championship that everyone remembers as one of the hardest fought and most exciting in superbike history. In fact, Foggy began with an unfortunate series of mishaps, including a fall in Germany that made him drop to the bottom of the ranking. Over the course of the season, however, he gradually found his groove, and was leading the standings at the final race in Japan by half a point ahead of the Honda rider, Aaron Slight.

That was the race in which Carl defied all the laws of physics, taking the curves at breakneck speeds, and won his most memorable championship! Carl also won the following year, after which, he would pass the baton to another legend, Troy Bayliss, with the arrival of the new millennium.

## THE RIDERS

Raymond Roche, Doug Polen, Giancarlo Falappa, Carl Fogarty, Troy Corser.



As the rider who has won the most World Superbike Championships (a total of four, in 1994, 1995, 1998 and 1999), Carl Fogarty has been given the nickname "The King".



Giancarlo Falappa was one of the most beloved riders on the Superbike team from 1990 to 1994.

## FROM THE ASPHALT OF THE TRACK TO THE SAND OF THE DESERT, THE PANTAH FAMILY OF ENGINES HAVE SHOWN THEMSELVES TO BE TRUE WINNERS, EVEN TO THE POINT OF WINNING THE PARIS-DAKAR

Even before the Castiglioni brothers' company Cagiva purchased Ducati from Finmeccanica in 1985, there was an engine supply agreement in place between the Bologna-based company and the Varese brand, which up until that point had specialised in small displacement models.

The powerful yet compact, lightweight and reliable Ducati 750 engine immediately revealed itself to be suitable large off-road models, which were quite popular in those years due to the success of the legendary Paris-Dakar.

This gave rise to the highly successful Cagiva-Ducati "Elefant" models, designed for the African marathons. In fact, from

1985 to 1998, the "elephant" motorcycles, whose engine sizes increased from 750cc to 850cc, and later to even 904 cc, were absolute protagonists of the African Rallies: they debuted in the mid-1980s at the Dakar with Hubert Auriol, won the Rally of the Pharaohs in 1993, and won the first Paris-Dakar in 1990 with Edi Orioli on the team, along with Ciro De Petri. This victory was repeated in 1994 with the historic pairing of Edi Orioli and Jordi Arcarons.

The Cagiva Ducati models also clinched countless stage wins at the African marathon, with numerous top riders, not to mention the private participants who continued to use the "Elefant" in the years following Cagiva's official withdrawal.

### THE RIDERS

Edi Orioli, Ciro De Petri, Jordi Arcarons, Serge Bacou, Gilles Picard, Franco Gualdi, Hubert Auriol, Andrea Marinoni, Claudio Terruzzi.

Edi Orioli, one of the great African marathon specialists. He won the Paris-Dakar in 1988, 1990 and 1994, riding a Ducati-Cagiva Elefant, and once again in 1996.







We are all connected thanks to digital technology and the Internet, and in the era of globalisation, the Earth has become a planet without borders. September 11th 2001: the internet, like television stations across the world, broadcast images of the attack on the Twin Towers in New York. In February of 2004, Harvard student Mark Zuckerberg invented Facebook, the first social network. Just over a year later, on 14 February 2005, YouTube was launched as an internet-based video sharing platform. Entering its 2.0 stage, the internet was becoming increasingly populated by blogs, forums and chat rooms, an evolution that was greatly accelerated on 9 January 2007 when Steve Jobs introduced the iPhone, a mobile phone equipped with advanced multimedia functions.



From 2003 to 2007 Loris Capirossi was the official rider for the Ducati MotoGP team, where he clinched 7 victories and numerous podium finishes.

# THE NEW MILLENNIUM

A NEW CHALLENGE, BOTH DIFFICULT AND COMPELLING:  
DEFYING THE TOP RIDERS IN MOTOGP: MISSION IMPOSSIBLE?  
IN 2007 STONER LED DUCATI TO VICTORY IN THE CHAMPIONSHIP

For Ducati, the major racing challenge of the last few years is the MotoGP, the most competitive two-wheeler championship where the titans of world motorcycling tough it out on the circuit.

But the races have one goal and one goal only: victory. In 2001 Ducati started research on a V4 engine. In February 2002 the project for the engine, called Desmosedici, was ready, and in August of the same year the first tests of the new motorcycle took place on the Mugello Circuit with intent of having the bike race in the 2003 MotoGP championship. During its launch year, the motorcycle immediately stunned for its degree of competitiveness: Loris Capirossi won the Catalunya GP, and along with his team-mate Troy Bayliss, he took another eight podium finishes. The moment of glory arrived in 2007, when Ducati won with Casey Stoner its first world championship for riders of the MotoGP, 33 years after the last success

by an Italian manufacturer in the top category and uninterrupted domination by Japanese motorcycles.

The adventure has continued and today the competitive Ducati MotoGP Team is poised to achieve its ambitious goals. The 2016 motorcycle has demonstrated a gift for speed since the winter tests, and beloved champion Casey Stoner has also joined the team as a brand testimonial and special test rider of the Desmosedici GP. The start of the 2016 championship has delivered thrills with a podium finish immediately clinched by Andrea Dovizioso and at least another two barely missed due to accidents in which our rider was a blameless victim.

That said, we're just at the beginning of a season where our team has ample opportunities to shoot for the highest step on the podium: the team, the bike and the riders are ready to clinch it!

## THE RIDERS

Troy Bayliss, Loris Capirossi, Sete Gibernau, Casey Stoner, Valentino Rossi,  
Nicky Hayden, Andrea Dovizioso, Cal Crutchlow, Andrea Iannone.



GRAN PREMIO DE CATALUNYA  
Catalunya 2003

*moto*

Marlboro

Marlboro  
LAS AUTORIDADES SANITARIAS ADVERTEN QUE EL TABACO PERJUDICA SERIAMENTE LA SALUD

Marlboro  
LAS AUTORIDADES SANITARIAS ADVERTEN QUE EL TABACO PERJUDICA SERIAMENTE LA SALUD

Marlboro

oro  
AS ADVERTEN QUE  
MENTE LA SALUD

Marl  
LAS AUTORIDADES  
EL TABACO PERJUDICA



Nicky Hayden  
raced for five years  
from 2009 to 2013  
as the official rider  
of the Ducati bikes  
competing in the  
MotoGP.



Andrea Dovizioso has been an official Ducati MotoGP rider since 2013.

Andrea Iannone debuted in the 2013 MotoGP riding the Ducati Desmosedici on the Pramac Racing Team. He has been on the official team since last year.



Troy Bayliss won three World Superbike Championships with Ducati in 2002, 2005 and 2008. He also raced in the MotoGP World Championship. His victory in Valencia in 2005 was unforgettable.



# FOR NEARLY 40 YEARS THE WINNING FORMULA

996, 999, PANIGALE R: THE DYNASTY OF THE DUCATI DESMO TWIN-CYLINDERS PROVES VICTORIOUS IN THE SUPERBIKE CHAMPIONSHIP AND IN ALL CHAMPIONSHIPS WITH BIKES DERIVED FROM STANDARD PRODUCTION MODELS

The new millennium also opens under the banner of Ducati Superbikes, which win the world championship in 2001 with Troy Bayliss, in 2003 with Neil Hodgson, in 2004 with James Toseland and again with Troy Bayliss in 2006. Dominating the races are the 996, the latest evolution of the legendary 916, and the new 999 models. The twin-cylinders also conquer the podium in all the races with production-derived models, from the Superstock to national superbike championships.

Since last year the baton has been passed to the new Panigale R. After its second place in the riders and manufacturers championship in 2015, this model is competing to attain total supremacy in the 2016 championship.

Keeping an eye on the prize means that nothing is left to chance: signed up are the team Aruba.it Racing - Ducati and official

riders Chaz Davies and Davide Giugliano with the addition of new professional roles among the technical staff.

The motorcycles have been perfected after benefiting from the new features introduced by the 2016 regulations for the category. After the early races, a new exhaust system was added, helping to boost the power of this incredible twin-cylinder, unique for this cylinder layout of the engine to run against a wild pack of 4-cylinder bikes. The results were quick to arrive and Chaz Davies stood on the highest step several times, to then clinch an exhilarating double-win in the first Italian race on the Imola racetrack.

Davies took the Superpole and ran the fastest lap in both races, which he won handily staying ahead of the pack from the first to the last lap. He is now second in the world ranking.

## THE RIDERS

Troy Bayliss, Carlos Checa, Michel Fabrizio, Ayrton Badovini, Chaz Davies, Davide Giugliano.

In 2011, Carlos Checa won the World Superbike Championship for the Team Althea Racing.





Carlos Checa raced with the Ducati MotoGP in 2005 and won the Superbike world championship title in 2011 on a Ducati 1098R.



Chaz Davies is one of the two official riders of Ducati Superbike team. In 2016 he is getting excellent results and he is aiming to achieve the world title.



# I'M BACK TO MAKE DUCATI A WINNER

AFTER FIVE YEARS SPENT AWAY FROM THE RACETRACK,  
CASEY IS PART OF OUR TEAM AS A TEST RIDER.  
GOALS? BRING THE DESMOSEDICI GP  
ONTO THE TOP OF THE PODIUM

**You retired from racing five years ago: what prompted you to return and what are some of the changes you've found?**

The last five years I raced, even though I was away from Ducati, was an unbelievable time, topped off by the victory in the 2011 World Championship. But now I'm really excited at the idea of getting back and being part of this Team which I have so many good memories of – both of the people and Ducati as a company. Working with them again is something really special. Ducati and Ducatisti have been an important part of my career and my life, so it's really great to be able to start up a new chapter with them. From the second I was back everybody seemed so happy to have me on the team again, so it's been a fantastic homecoming. I went to visit the factory before Christmas and it was exciting to reunite with the Team and meet the new people I'll be working with.

**You were Ducati's greatest champion. What do you carry with you about this experience?**

I've always had a weakness for Ducati.

I had a fantastic relationship with the whole Team and I think I can make an important contribution now. I'm not here to reboot my career as a rider, but I'd like to make a difference for the riders, put them at ease, motivate them, and if I can guide them to achieving better results, that'll make me happy. I'll do everything I can for Ducati and I'll always do my best.

My objective is to gain the confidence of the whole system so that my feedback is clear to the engineers – which is the most important thing during the testing phase. I'm already starting to understand the bike and give my first pointers. If I had come back because I was going to race, I'd naturally have other goals, but now that I'm a test rider, this is my job and it's what I want to do the best I can this year.

**Compared to your last year racing how have the MotoGP bikes changed? And specifically, what's different about the MotoGP 2016 compared to the one with which you won in 2007?**

I was riding an 800, but now the displacement has gone up to 1000.





THE 2000S - CASEY STONER

As a result, the motorcycles of today have more horsepower and the power difference is huge. Then everything has been given an update: fork, suspensions, the frame – now in aluminium instead of carbon – and the electronics. So the bike feels completely different, but still the overall sensation is to be on the seat of the Ducati that I knew. Strengths are the engine, which is really high-powered, and the great power delivery, on top of better stability when braking and cornering at slow speeds, even though I haven't got completely used to the Michelin tyres yet.

**What do you think of the current level of competition in the MotoGP?**

Today's MotoGP is already superior to last year, even when it comes to absolute lap times. But the major difference is in the pace, which you can also see in the gap between the top riders and all the rest. At any rate, it's impossible to say who's going to win in 2016; all four of our main competitors' official riders can have a shot, but I'm working – and am confident I'll succeed – on getting both our Andreas up to the same level very soon.

**You're a very special test rider seeing that you've won a world championship**

**with Ducati. How will you be taking advantage of this particular status to achieve the aspired results this season?**

The goal is to improve the motorcycle and to obtain the best results possible: this is what I have to and can do. Working with Gigi and the guys will be an enjoyable and stimulating experience, and when these efforts translate into results, it's going to be awesome.

**You know Gigi Dall'Igna well – ever since you raced with the Aprilia 250 – and you've always had a relationship marked by esteem and a spirit of collaboration. What do you think his key strengths are? (and if you feel like adding, any shortcomings...).**

Gigi is someone who gets straight to the point, just like me, and we have a great relationship. Everything is always very clear so it makes the work much easier. He's brought a new approach to Ducati, and working with everyone, including the new guys on electronics, I've noticed a very high level of professionalism. Everyone understands what their role is, what their task is and they're well-prepared and efficient. I was really struck by that. Shortcomings? I'd have to think about that...

ROLL OF HONOUR

**1950**

Speed Record 50cc -  
Tamarozzi/Zitelli

**1955**

3° Motogiro d'Italiano -  
Giovanni Degli Antoni

Milano-Taranto 100 -  
Giovanni Degli Antoni

Milano-Taranto 125 -  
Giuliano Maoggi

**1956**

125 World GP Championship - First  
Race - Sandro Artusi

Speed Record - Ciceri/Carini -  
"Siluro 100" Marianna

4° Motogiro d'Italiano 100 -  
Alberto Gandossi

Juniores Italian Championship 100 -  
Franco Farnè

Milano-Taranto 100 -  
Alberto Gandossi

4° Motogiro d'Italiano 125 -  
Giuliano Maoggi

Milano-Taranto 125 -  
Giovanni Degli Antoni

24 Horas de Montjuic (125) Spanish  
Championship - Fargas/Ralachs

**1957**

Juniores Italian Championship 100 -  
Franco Farnè

5° Motogiro d'Italiano 125 -  
Antonio Graziano

5° Motogiro d'Italiano 100 -  
Giuseppe Mandolini

24 Horas de Montjuic Spanish  
Championship -  
Gandossi/Spaggiari

125 Dutch Championship -  
Van Bockel Gè

125 Swedish Championship -  
Rauno Aaltonen

125 Venezuela Championship -  
Mario Ciccarelli

125 Brasil Championship -  
Luiz Latorre

Brasil Championship 150 -  
Luiz Latorre

**1958**

125 World GP Championship -  
First Victory - Alberto Gandossi

125 Seniores Italian Championship -  
Bruno Spaggiari

125 Juniores Italian Championship -  
Franco Farnè

125 Belgian GP Championship -  
Alberto Gandossi

24 Horas de Montjuic Spanish  
Championship - Maranghi/Mandolini

**1959**

Juniores Italian Championship 125 -  
Angelo Cozza

Cadets Trophy Italian Championship  
125 - Gentullio Marcaccini

C. della Montagna 125 Italian  
Championship - Giuseppe Mandolini

C. della Montagna 100 Italian  
Championship - Gino Carena

125 Championships: Dutch, Swiss,  
German, Argentine and Chilean

Chilean Championship 100 - Ricardo

ACU 125 British Championship -  
Mike Hailwood

Argentine Championship 175 -  
Juan Carlos Merodio

**1960**

Juniores Italian Championship 125 -  
Gentullio Marcaccini

Speedway 125 Italian Championship  
Alessandro Bradetz

Cadets Trophy Italian Championship  
125 - Sisto Accorsi

125 Swiss Championship -  
Hillmar Cecco

ACU 125 British Championship -  
Mike Hailwood

175 Argentine Championship -  
Miguel Herceg

ACU 250 British Championship -  
Mike Hailwood

250 French Championship -  
Michel Barone

**1961**

125 Juniores Italian Championship -  
Angelo Cozza

C. della Montagna 100 Italian  
Championship - Mauro Maffucci

125 German Championship -  
Willy Scheidhauer

125 Juniores German Championship  
L. Schoppner

175 Canadian Championship -  
Kurt Liebman

1st Uruguay 175 Championship -  
Aldobrando Tassoni

**1962**

250 Canadian Championship -  
Bob Budshat

C. della Montagna 125 Swiss  
Championship - Heinz Zurfluf

**1963**

125 Juniores Italian Championship -  
Sisto Accorsi

175 Canadian Championship -  
Bud Fernandez

175 Standard Argentine  
Championship - Eduardo Amoroso

125 Standard Argentine  
Championship - Juan Carlos  
Geromini

125 Swiss Championship - Marti

**1964**

C. della Montagna 125 Italian  
Championship - Giovanni Burlando

125 Juniores Italian Championship -  
Carlo Giovanardi

**1965**

Swiss Championship 250 -  
Hans Stadelmann

**1966**

C. della Regolarità Fuoristrada 250  
Italian Championship -  
Walter Reggioli

250 Junior Motocross Italian  
Championship - Bruno Battilana

French Championship -  
International 350 - Jacques Roca

250 French Championship -  
Christian Ravel

**1967**

Sport 250 French Championship -  
Daniels Gey

**1968**

250 French Championship -  
Andrè Pogolotti

## 1972

200 Miglia of Imola Italian Championship - Paul Smart

12 Hours of Brescia Fuoristrada oltre 175 Italian Championship - Dall'Ara/Consonni

## 1973

24 Horas de Montjuic Spanish Championship - Canellas/Grau

## 1975

24 Horas de Montjuic Spanish Championship - Canellas/Grau

## 1976

Trophy Maxi Moto 750 Italian Championship - Adelio Faccioli

## 1978

Formula TT1 World Championship - Mike Hailwood

Isole of Man Formula 1 TT Championship - Mike Hailwood

C. Sterreich Osk Cup Austrian Championship - Wolfschlucker

## 1980

TT2 Junior Italian Championship - Guido Del Piano

24 Horas de Montjuic Spanish Championship - Mallol/Tajedo

Maxi Moto Argentine Championship Ricardo Camillo Garcia

## 1981

Formula TT2 World Championship - Tony Rutter

Isole of Man Formula 2 TT Championship - Tony Rutter

TT2 Endurance Italian Championship - Perugini/Ricci

TT2 C. della Montagna Italian Championship - Mauro Piano

Junior Trophy TT - TT2 Italian Championship - Amerigo Saltarelli

TT2 Junior Italian Championship - Massimo Broccoli

24 Horas de Montjuic Spanish Championship - Grau/De Juan

## 1982

Formula TT2 World Championship - Tony Rutter

Isole of Man Formula 2 TT Championship - Tony Rutter

Formula TT2 Italian Championship - Walter Cussigh

TT2 C. della Montagna Italian Championship - Mauro Piano

TT2 Endurance Italian Championship - Tardozi/Rossi

BOT GP1 US Championship - James Adamo

BOT GP2 US Championship - Joey Mills III

## 1983

TT2 World Championship - Tony Rutter

TT2 Endurance Italian Championship U. Becchetti/F. De Cecco

Trophy Moto di serie 500 Italian Championship - Casarino

TT2 Junior Italian Championship - Walter Cussigh

TT1 Endurance Italian Championship Cussigh/La Ferla

FIM TT2 Italian Trophy - Ugo Becchetti

BOT GP1 US Championship - James Adamo

BOT GP2 US Championship - Joey Mills III

Great Britain - Formula TT2 - Graham McGregor

## 1984

Dakar World Championship (Atlas Rally) - Giampaolo Marinoni - Cagiva (Ducati)

TT2 World Championship - Tony Rutter

TT1 Italian Championship - Davide Tardozi

TT2 Juniores Italian Championship - Fabio Barchetta

24 Horas de Montjuic Spanish Championship - Grau/de Juan/ Garriga

## 1985

Isole of Man Formula 2 TT Championship - Tony Rutter

TT1 Endurance Italian Championship - Walter Cussigh

TT1 Italian Championship - Virginio Ferrari

24 Horas de Montjuic Spanish Championship - Grau/de Juan/ Garriga

## 1986

GP F1 Trophy Italian Championship - Luciano Leandini

24 Horas de Montjuic Spanish Championship - Grau/De Juan/ Cardus

BOT GP2 US Championship - Doug Gross

## 1987

Rally dei Faraoni World Championship - Alessandro "Ciro" De Preti - Cagiva (Ducati)

BOT della Montagna Italian Championship - Libertario Cerrini

BOT GP2 US Championship - Pete Johnson

## 1988

BOT Italian Championship - Baldassare Monti

BOT della Montagna Italian Championship - Giampietro Merla

BOT British Championship - Wayne Mitchell

BOT GP1 US Championship - Dale Quarterley

BOT GP2 US Championship - Kevin Erion

## 1989

SBK Italian Championship - Baldassare Monti

C. della Montagna 750 Italian Championship - Claudio Truffa

BOT della Montagna Italian Championship - Alberto Carpinelli

BOT Italian Championship - Andrea Brunetti

BOT British Championship - Mark Forsyth

## 1990

Superbike World Championship - Raymond Roche

BOT Italian Championship - Danilo Toschi

BOT della Montagna Italian Championship - Claudio Truffa

BOT GP1 US Championship - Jamie James

BOT GP2 US Championship - Fabian Cortez III



# Pochoer<sup>®</sup>

Model Kits

**Die-cast Kit**  
**1:4 Scale**  
5,5 Kg. Weight



**DUCATI**  
**1299 PANIGALE S**

**1055 Pieces**  
518,7 x 202,5 x 277,5 mm



Super detailed



Working suspension, levers and pedals



Metallic chain



Easy to assemble



Die-cast metal ready painted



Premium quality materials

ROLL OF HONOUR

**1991**

Superbike World Championship - Doug Polen

Superbike World Championship - Constructors Title

BOT Italian Championship - Massimiliano Colombari

BOT della Montagna Italian Championship - Claudio Truffa

BOT GP1 US Championship - Pablo Real

BOT GP2 US Championship - Stephen Mathews

**1992**

Superbike World Championship - Doug Polen

Superbike World Championship - Constructors Title

SBK European Championship - Daniel Amatrian

Sport Production 750 Italian Championship - Valerio Destefanis

Italian Championship Trophy Techna Racing 900 - Iannetti Domenico

Pro SBK German Championship - Edwin Weibel

SBK Austrian Championship - Andreas Meklau

**1993**

Superbike World Championship - Titolo Costruttori

Sport Production 750 Italian Championship - Davide Amati

Supermono Italian Championship - Mauro Lucchiari

Winner Cup 900 Italian Championship - Enrico Fugari

Superbike US Championship - Doug Polen

Superbike British Championship - James Whitham

Superbike Belgian Championship - Richard Hubin

Battle of Twins Belgian Championship - Patrick Orban

Supersport Belgian Championship - Patrick Orban

Pro SBK German Championship - Edwin Weibel

Pro SBK Czech Republic Championship - Petr Sale

**1994**

Superbike World Championship - Carl Fogarty

Superbike World Championship - Constructors Title

SBK Italian Championship - Fabrizio Pirovano

Sport Production 750 Italian Championship - Luca Pasini

Trofeo Inverno Open Italian Championship - Michele Gallina

Open Italian Championship - Mario Innamorati

Winner Cup 900 Italian Championship - Walter Massimi

Superbike US Championship - Troy Corser

SBK German Championship - Udo Mark

**1995**

Superbike World Championship - Carl Fogarty

Superbike World Championship - Titolo Costruttori

SBK European Championship - Mario Innamorati

Supersport 600 Italian Championship - Camillo Mariottini

Trofeo 600 Inverno Italian Championship - Stefano

Sport Production 750 Italian Championship - Roberto Teneggi

Winner Cup 748 Italian Championship - Walter Massimi

Shell Master Series Australian Championship - Shawn Giles

SBK Trophy British Championship - Matt Llewellyn

SBK British Championship - Steve Hislop

Supersport Czech Republic Championship - Pinz

Elite Supersport Swiss Championship - Blang

**1996**

Superbike World Championship - Troy Corser

Superbike World Championship - Constructors Title

Superbike Italian Championship - Paolo Casoli

Supersport 600 Italian Championship - Mario Lucchiari

Sport Production 750 Italian Championship - Andrea Mazzali

Sport Production 600 Italian Championship - Massimiliano Marchini

Pro SBK German Championship - Christer Lindholm

Supersport - Czech Republic Championship - Madera

SBK Cup - Austrian Championship - Andreas Meklau

**1997**

Supersport 600 World Championship - Paolo Casoli

SBK Italian Championship - Serafino Foti

Sport Production 750 Italian Championship - Michele Gallina

Sport Production 600 Italian Championship - Roberto Teneggi

Open Italian Championship - Pilots Title - Franco Brugnara

Open Over 32 Italian Trophy - Valter Saracco

Supertwin Italian Championship - Christian Senatore

Pro SBK Austrian Championship - Andreas Meklau

Supersport Spanish Championship - Herri Torrontegui

**1998**

Superbike World Championship - Carl Fogarty

Superbike World Championship - Constructors Title

SBK Italian Championship - Paolo Blora

**1999**

Superbike World Championship - Carl Fogarty

Superbike World Championship - Constructors Title

Superbike British Championship - Troy Bayliss

Superbike Italian Championship - Paolo Casoli

Pro Thunder - US Championship - Shawn Conrad

# TUDOR FASTRIDER BLACK SHIELD



**TUDOR**

#TUDORWATCH – TUDORWATCH.COM

ROLL OF HONOUR

**2000**

Superbike World Championship - Constructors Title

Superbike British Championship - Neil Hodgson

Supersport French Championship - David Muscat

Pro Thunder - US Championship - Jeffrey Nash

**2001**

Superbike World Championship - Troy Bayliss

Superbike World Championship - Constructors Title

Superbike British Championship - John Reynolds

Superbike Italian Championship - Lucio Pedercini

Supersport French Championship - David Muscat

Pro Thunder - US Championship - Thomas Montano

**2002**

Superbike World Championship - Constructors Title

Superbike Italian Championship - Lucio Pedercini

Superbike British Championship - Steve Hislop

Supersport British Championship - Stuart Easton

Supersport French Championship - David Muscat

Macao - 36° Grand Prix - Michael Rutter

Pro Thunder - US Championship - Kirk McCarthy

**2003**

Superbike World Championship - Neil Hodgson

Superbike World Championship - Constructors Title

MotoGP World Championship - GP di Catalunya - Loris Capirossi

Superstock Italian Championship - Lorenzo Lanzi

British Superbike Championship - Shane Byrne

Superproduction French Championship - David Muscat

37° Grand Prix Macao - Michael Rutter

**2004**

Superbike World Championship - James Toseland

Superbike World Championship - Constructors Title

Battle of Twins - US Championship - Dario Marchetti

Endurance European Championship - Marchetti/Garcia

Supersport French Championship - David Muscat

**2005**

Supersport French Championship - David Muscat

Superbike British Championship - Gregorio Lavilla

Trofeo Motocicliste - Italian Championship - Over - Paola Cazzola

Superbike Italian Championship - Norino Brignola

**2006**

Superbike World Championship - Troy Bayliss

Superbike World Championship - Constructors Title

Superbike Italian Championship - Marco Borciani

Superproduction French Championship - David Muscat

Superstock 1000 Women European Championship - Paola Cazzola

Superstock 600 Women European Championship - Chiara Valentini

Superstock 1000 Women Italian Championship - Paola Cazzola

**2007**

MotoGP World Championship - Casey Stoner

MotoGP World Championship - Constructors Title

Superstock World Championship - Niccolò Canepa

Superstock Women European Championship - Nina Prinz

Superbike Italian Championship - Marco Borciani

**2008**

Superbike World Championship - Troy Bayliss

World - Superbike - Constructors Championship

World - Superstock 1000 - Brendan Roberts

Superbike British Championship - Shane Byrne

**2009**

World Superbike - Constructors Championship

World Superstock 1000 - Xavier Simeon

**2010**

Italian Superbike Championship - CIV - Alex Polita

**2011**

Superbike World Championship - Carlos Checa

Superbike World Championship - Constructors Title

Coppa FIM Superstock 1000 - Davide Giugliano

Italian Superbike Championship - CIV - Matteo Baiocco

Superstock 1000 Italian Championship - Danilo Petrucci

**2012**

Velocità Italian Championship - Superstock 1000 - Ivan Goi

**2013**

Velocità CEV Spanish Championship - Xavi Forès

Velocità Italian Championship - Superstock 1000 - Eddi La Marra

**2014**

Coppa FIM Superstock 1000 - Leandro Mercado

Superbike CIV Italian Championship - Ivan Goi

Superbike IDM German Championship - Xavi Forés

**2015**

MotoGP World Championship Open Class - Héctor Barberà

Superbike CIV Italian Championship - Michele Pirro

**959** PANIGALE



SUPERBIKE  
PERFORMANCE AND  
VERSATILITY:  
THE ABSOLUTE  
BEST UNDER ALL  
CONDITIONS

THE PERFECT  
BALANCE

THE NEW ENGINE REPRESENTS A MAJOR STEP  
AND TORQUE. IT'S ALSO THE FIRST SUPERQUADRO



# FORWARD IN TERMS OF RESPONSIVENESS, POWER TO COMPLY WITH THE EURO 4 EMISSION STANDARDS



In 2016, the “smallest” of the Panigale family was given a greater displacement, thus resulting in an engine that’s more enjoyable on the road and fun on the track, thanks to an increased torque of 107.4 Nm at 9,000 RPM, a greater maximum power of 157 HP at 10,500 RPM, and improved responsiveness at all engine speeds. This performance increase, however, has not altered the maintenance intervals: the valve clearance check remains every 24,000 km, while the service interval is set at every 12,000 km or 12 months.

The style is in-line with that already found on the larger displacement model: the wider headlight fairing and more protective Plexiglas improve the aerodynamics, while the larger front air scoops give the front end a more aggressive appearance. The new tail, which is now divided into two parts, completes the fairing, which even features various side air intakes and new rear-view mirrors. Finally, the 959 Panigale is also equipped with billet footpegs in order to ensure maximum grip while riding. The 959 Panigale is available in the traditional Ducati Red colour with black wheels, and in an elegant Arctic White Silk colour to contrast the red wheels.

# A COMPLETE RANGE OF STANDARD ELECTRONIC FEATURES TO BEST MANAGE THE 959 PANIGALE IN EVERY SITUATION, AS WELL AS TO ENSURE MAXIMUM ENJOYMENT

The electronic package present on the 959 Panigale includes ABS, Ducati Traction Control (DTC), Ducati Quick Shift (DQS), Engine Brake Control (EBC) and Ride-by-Wire (RBW). These systems can be combined in various ways by selecting the three available Riding Modes (Race, Sport and Wet), each of which gives the 959 Panigale a different spirit.

The instrumentation includes an LCD display with three different levels of backlighting, which displays all the primary information (rev counter, speed, current Riding Mode) and secondary information (fuel consumption, clock, odometer and trip meter). There's even a lap timer for track sessions, which can be activated by pressing the high beam flasher button. This lap timer can be integrated with the Ducati Data Analyser+ with GPS functionality (DDA+ GPS), which is available as an option and includes Mac-compatible software and a USB data logger. The DDA+ GPS is the latest generation of this tool, which automatically records lap times whenever the 959 Panigale crosses the finish line of a circuit, as well as a number of other items, such as throttle opening, instantaneous speed, engine speed, selected gear, engine temperature, distance travelled, number of laps completed, and the relative lap times.





# AKRAPOVIČ



## AND FOR THOSE WHO WANT THE VERY BEST, THERE ARE EVEN SPECIAL ACCESSORIES AND AN AKRAPOVIČ TITANIUM EXHAUST SYSTEM



A different and more sophisticated exhaust system can radically change the style of any motorcycle by improving the looks and the sound of the engine, as well as by reducing the overall weight.

In the case of the 959 Panigale, improving the factory system wasn't easy, but the collaboration between the Ducati technicians and the Akrapovič specialist resulted in a true masterpiece! The new system, which is available as an option, is still a lateral type with a double silencer, but now features an even sportier look inspired by those used on MotoGP and Superbike racing models, and is made entirely from titanium, thus providing for a weight savings of 1.7 kg. In the end, a plate in lightweight and high-quality carbon was also installed as a heat shield for the rider's right foot.

This new system also gives the 959 Panigale a different and more aggressive sound, while remaining within the limits of the Euro 4 emission standards, thus allowing it to be used both on the track and on the road. Another important detail for those who enjoy track racing is the billet aluminium cover for the front brake lever, which protects against involuntary and potentially hazardous "squeezing" in the case of contact with other riders.

# SCRAMBLER DUCATI

SCRAMBLER® SIXTY2 MADE ITS OFFICIAL ENTRY INTO THE LAND OF JOY WITH THE U.S. PRESS LAUNCH IN VENICE, CALIFORNIA AND THE EUROPEAN LAUNCH IN BARCELONA.



# LAND OF JOY, A COLOURFUL WORLD





**ARBOR COLLECTIVE**

*During the Scrambler Sixty2 Press Launch we held a scavenger hunt and Arbor Collective in Venice was one of the stops! Three lucky winners took home a custom laser-engraved Arbor Skateboard from the event!*



**Fender**

*What is the link between Fender guitars and Scrambler Ducati? The historic brand joined the Land of Joy in California, creating a specially made, unique Jaguar guitar inspired by the Scrambler Sixty2: 1962 is in fact the year of birth of the two icons – Scrambler and Jaguar.*



**VANS**

*Scrambler Sixty2 found in Venice Beach its perfect mood, thanks to the collaboration with the brand Vans, which provided to all press launch participants a pair of legendary Sk8-Hi sneakers.*



 March  
2016

The Law of Joy arrives on  
Twitter! The account  
@scramblerducati will keep  
fans up to date on the  
latest news and activities and  
serves as a meet-up for sharing  
ideas, opinions and pictures!



# SCRAMBLER DUCATI



**N**onconformist, minimal and fun, with these keywords the Scrambler Sixty2 flaunted its magnetism during the press conference and received the unanimous approval of journalists. Thumbs up for the name – recalling the year the historic Scrambler was launched and the pop culture reference period – and thumbs up too for the new features of this latest version.

That's right, because the Scrambler® Sixty2 has the same style as its big sisters but is full of details that make it a one-of-a-kind, starting with the engine, a small Desmo jewel of 400 cc that delivers thrills without the scare factor. The smaller displacement means that the bike embraces a whole new crop of customers looking for a friendly motorcycle with an affordable price tag and limited maintenance costs, and one that's easy and safe to ride wherever and whenever. The formula is that of a purer, essential motorcycling experience: two wheels, a seat and handlebars, plus the desire to rendezvous, go any place and share emotions and excitement.



The "Vinci una Scrambler" Ducati con Virgin Radio contest has a winner! Congratulations to Annalisa, who took home a Red Scrambler (con customised by Of cine Mermaid).



Ducati Scrambler and Blundstone continue to work alongside. 2016 has seen the launch of the new SCR 3PP Blundstone boots, lightweight, durable and with great torsional exibility.



# SCRAMBLER DUCATI

## CUSTOM RUMBLE

FIVE CUSTOM BIKES, ONE FOR EVERY CONTINENT. THESE FINALISTS HAVE BEEN CHOSEN BY FOLLOWERS ON INSTAGRAM, AND ARE NOW COMPETING FOR THE VICTORY IN A CONTEST INVOLVING OFFICIAL DUCATI DEALERS AROUND THE WORLD.

**V**oted with likes on the Instagram profile @customrumble, where videos and photos have been posted for the last few months of the work in progress by Dealers. The five special finalists include "Iron Lungs" by Warsaw Liberty Moto in Poland, "Ice Track Pro" from the creative shop in Canada, Bow Cycle North, "Scrambobber" Made in Thailand by Ducati Vibhavadi, "ScramblArabia" built by Wheels of Arabia in Bahrain and "Scramblegale" by Canberra Motorcycles Center, Dealer from the Australian capital.

All Dealers who participated in the Custom Rumble started to work on their creations last September, then at the end of October the online voting process got underway and continued through January. During World Ducati Week 2016 in July, the most successfully executed and captivating custom Scrambler was elected, chosen from the five finalists by a jury of experts made up of designers, bikers and customisers.





# THREE NEW SPECIALS BROUGHT OUT AT THE MOTOR BIKE EXPO IN VERONA



*The Land of Joy certainly couldn't have skipped this fair, the most important and prestigious in Italy for the world of custom builders and fans of customisation.*

*On display, three customisations with very different spirits and purposes. Further proof of how the Scrambler is versatile, perfect for being interpreted to the limits of imagination and passion. The custom bikes exhibited in Verona included Revolution, a Bobber type custom built on the base of a Sixty2 by Officine Mermaid; Peace Sixty2 by Mister Martini, a classic racer in pure 60s style; and Artika by DLS Design, an Icon-based reinterpretation of the famous Ducati Pantah outfitted for ice racing in the late 70s.*

**SCRAMBLER  
DUCATI**



# Scrambler® Flat Track Pro

**T**he Scrambler® knack for self-expression comes through in its racing version with the new Flat Track Pro. Designed on the base of the Scrambler® Full Throttle, this new motorcycle features an original tank tinted "Racing Yellow" with bi-coloured panels and a logo identical to the bikes that have raced in the United States.

The low, variable section handlebars and homologated Termignoni Slip-on exhaust are just like those on the Scrambler® Full Throttle, while the single seat with yellow stitching is a totally new detail. The side number holder plates are a novel feature for the world of the Scrambler®, just as the headlight fairing and front hugger – the same colour as the fuel tank – are a signature trait of this version. Last, there are a set of plush details, all billet, that best express the racing soul of the Flat Track Pro: rear-view mirrors, footpegs, sprocket cover and a front brake fluid reservoir plug.

REPRESENTING  
THE RACING  
SOUL OF THE  
LAND OF JOY,  
IT IS INSPIRED  
BY THE  
MOTORCYCLE  
THAT COMPETED  
IN THE AMERICAN  
CHAMPIONSHIP  
AMA PRO FLAT  
TRACK 2015 WITH  
TROY BAYLISS  
AND JOHNNY  
LEWIS



## FLAT TRACK SCHOOL, RIDING SCHOOL FOR BEGINNERS, COOKING CLASSES... AND MUCH MORE!

Four events allowing you to explore the world of the Scrambler will take place amid the greenery of the Pavia countryside, with a stopover on the Riviera Romagnola during World Ducati Week 2016. No matter if you're an expert rider or don't even have a license yet, everybody can discover what it means to live the Scrambler Experience – ride on flat tracks or relaxing country roads, put on a chef's hat for a day, or simply sit back and enjoy the Land of Joy with friends and family. Choosing how to experience your Days of Joy is completely up to you!

*For information: call +39 02 8247 2391 or write an email to [daysofjoy@dueruote.it](mailto:daysofjoy@dueruote.it), or else click on <http://scramblerducati.com/it/days-of-joy>*



**SCRAMBLER  
DUCATI**

# The new Scrambler® Factory Camp

OPEN NOW: THE NEW STORE IN BORGIO PANIGALE DEDICATED TO THE LAND OF JOY. CLOTHING, ACCESSORIES AND THE CHANCE TO BUY AND CUSTOMISE YOUR MOTORBIKE.

**T**he Scrambler Factory Camp in Bologna is a reality. Just a stone's throw from the Scrambler Office where the Land of Joy kicked off, a store entirely dedicated to the Scrambler® has finally found a home.

After Tokyo, Padua and Shanghai, here's another Camp where customers will be able to select and customise all versions of the Scrambler range. And beside the sale of motorcycles, clothing and accessories, there'll be a workshop that will provide pre-delivery and maintenance services in addition to replacing or adding all the special components available from the packed catalogue of Scrambler® accessories. Anyone literally has the chance to tailor-build their motorcycle... after all a series-produced Scrambler® is just the beginning.



*From left the Scrambler® Camp in Shanghai, Harajuku in Tokyo and Padua in the heart of the city.*





**SCRAMBLER  
DUCATI**

*italia* **Independent**



OUT OF THE PARTNERSHIP BETWEEN DUCATI SCRAMBLER® AND ITALIA INDEPENDENT COMES A NEW LIMITED EDITION SCRAMBLER® WITH A WHOLE LINE OF DEDICATED ACCESSORIES

## Pure Italian style

**A** partnership between two brands that share a sense of tradition as much as innovation, the values that characterise 'made in Italy' products around the world. Scrambler and Italia Independent, a leading lifestyle brand, have come up with a version that articulates the style of café racer in a glamorous interpretation.

The motorcycle, coloured Matte Black and Night Copper with a special leather seat, has been produced in a limited edition of only 1077 units affixed with an aluminium plate with the lasered serial number of the bike. The new Scrambler Italia Independent has been matched with a line of classic designed sunglasses offered in three colours and the "Scrambler I.I." jet helmet from Bell, the historic American producer, in black with the logo at front and rear.





**THE  
ITALIAN  
SOUND**

[TERMIGNONI.COM](http://TERMIGNONI.COM)





# Ducati Life



A collection of sportswear garments designed to express your passion at any time of day. Red, black and white: the three classic Ducati Corse colours have been used to create a wide range of garments made from different materials, and suitable for any occasion.



Left: the Ducati Corse Racing GP T-shirt, black with glossy effect graphics. Right: the Ducati Corse Track T-shirt, made from highly breathable material, with the same graphics as the Ducati Corse riding suit.



Left: the light and breathable Ducati Corse women's polo shirt, in the white and red Ducati colours. Centre: the Ducati Corse 16 hooded sweatshirt with full zipper, customised with patch and print. Right: the wind breaker in technical fabric with three layers, available in both men's and women's versions.



**DUCATI BICYCLES BY BIANCHI**  
A COMPLETE LINE OF BICYCLES  
BORN FROM THE PARTNERSHIP  
BETWEEN TWO ICONIC ITALIAN  
COMPANIES DEDICATED  
TO TWO-WHEEL VEHICLES





Boasting high-tech content, Italian design, and maximum attention to detail and style, the Ducati bicycles born from the partnership between Bianchi and Ducati are ready to take on any terrain. For mountain bike lovers, this photo shows the 330SX model. Made with a 6061 aluminium hardtail frame, it comes with 29-inch wheels, hydraulic disc brakes, and light alloy components. The new 2016 range of Ducati bicycles by Bianchi even includes Sport, Junior, and E-bike models, while bicycles inspired by the graphics of the Monster and Hypermotard (two great icons of the Ducati range) are available for children. For more information, please visit [www.ducati-bicycles.it](http://www.ducati-bicycles.it)



# C O M F O R T   A N D



# P E R F O R M A N C E

The colour red gives an extra touch of passion, even when the two-wheeler doesn't have an engine. The technical solutions adopted by the Ducati Corse BK-1 cycling clothing line are designed to ensure maximum comfort and athletic performance. The short sleeve t-shirt with frontal zipper in soft Energy fabric has silicone strips on the hemline to keep the garment in the right position during movement; the technical shorts have a silicone gel seat to absorb shocks, as well as to guarantee maximum comfort, even after hours of riding; the gloves feature a breathable micro mesh fabric on the back, and padding for a better grip on the handlebar.

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1926-2016. A STORY OF PEOPLE, TECHNICIANS, MECHANICS AND RIDERS WHO HAVE SOUGHT AND FOUND VICTORY ON OUR MOTORCYCLES. THEIR MOTTO HAS BEEN PASSION BUILT ON INTELLIGENCE AND COURAGE.

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FROM THE CREATORS OF RIDE COMES A SPIN-OFF ENTIRELY DEDICATED TO THE LEGENDARY DUCATI BRAND!

# DUCATI

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**DUCATI**  
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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.

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