## 

The Redline Magazine 01|2022



2023: YEAR ZERO Ducati in MotoE

FASTER THAN THE WIND AC75 Luna Rossa

DESMO GENERATION
Pecco Bagnaia & Jack Miller

# Welcome to Ducati **Redline Magazine**

# If you dream it, you can do it

It was 1 October 1991 when I, a young engineer with a head full of dreams, began my adventure at Ducati. We were in the early stages of the Superbike era, Ducati had just won its first world championship, and I was welcomed by truly wonderful people who taught me so much, on both a professional and human level.

Ducati is a very different company today, roughly 20 times bigger in size, but the fundamental values have remained the same throughout the years, just as they will in the future.

## We are experiencing our greatest moment to date

At the heart of Ducati lies a passion for racing, for beautiful, well-crafted things and the emotion that a product can evoke. This, in addition to an ongoing commitment to research and innovation, which has seen us continue to acquire technical and technological competence so as to become a leader in various fields of our sector. We are experiencing our greatest moment to date. 2021 was our best ever year in terms of sales. In MotoGP, we secured the constructors' world title for the second consecutive year, thanks to a record 24 podiums. And we won the title of best team with our young riders, for the second time in our history, a result that demonstrates the value of our path in recent years.





Editorial

# Every achievement brings new goals





I am particularly honoured to steer the company at this time, and I will do my best to ensure that it continues to develop in the future, offering a very high-quality workplace to the men and women who work in Borgo Panigale, to those operating in our sales and production offices the world over, and, of course, to our dealers and suppliers. It is when things are going well that we need to invest most in the future. And that's exactly what we are doing, as we strive to raise our products to increasingly high levels of beauty and technology and enthusiastically venture into worlds that are new to us. Like that of electric-powered bikes for example. The agreement with Dorna for the supply of bikes to the FIM Enel MotoE World Cup from 2023 marks an historic moment. A prototype of the Ducati MotoE has already made its track debut, at Misano, offering a first glimpse of its great potential. The aim is to create a bike that is highperformance yet not heavy, as per Ducati tradition, and ensure that the innovations developed during this new experience influence the technological evolution of all Ducati



products, to the benefit of our passionate customers. Continuing to look at what's new in the latter part of 2021, I can't help but be excited about the new Ducati DesertX, a bike that marks our first foray into the 21/18 world and shifts the goalposts as to what can be done with a Ducati. The DesertX was a highlight of what was a truly memorable Ducati World Première. With the models already presented and those still to come over the next few weeks, the range is proving to be more complete than ever before, the ultimate expression of a passion that continues to grow.

Speaking of which, I cannot wait for 22 July 2022, when we'll finally be back at the Misano World Circuit "Marco Simoncelli" for World Ducati Week. It will be the most memorable edition to date, and we will be sure to respect all the rules required so as to ensure the safety of the participants. Thirty years may have passed, but the passion for this fantastic company remains the same. And I cannot imagine a better way to celebrate these new milestones than together with all of you.





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No challenge is impossible

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LEAD THE WAY RAISE THE BAR UNLOCK THE FUTURE EXPRESS THE CHANGE Redline Magazine

#### Ducati Redline Magazine 01|2022

#### The Dream Issue

Welcome to the 01|2022 edition of the Ducati Redline Magazine. A four-stage journey in which dreams are a common thread. An adventure that, over four chapters, steers you towards the essence of Ducati passion.

#### Lead the Way

There are those who dream, and those who put their dreams into practice. This second category of people includes Max Calderan, explorer and superman, and Stefano Ghisolfi, winner of the Lead Climbing World Cup. From sand dunes conquered by the DesertX, to mountains ruled by the Multistrada V4 Pikes Peak, this chapter tells of seemingly impossible challenges. Like that of the electronic revolution, which sees Ducati and Audi committed to writing the future of both two- and four-wheeled vehicles.

#### Raise the bar

It takes more than talent to realise your dreams. Ingenuity, dedication, and a touch of healthy madness are also key. Traits shared by exceptional sportspersons like Luca Salvadori, Najla Aqdeir and Dario Costa. And traits that have pushed the Luna Rossa engineers to conceive and create a boat that can fly.

#### **Unlock the Future**

The winning chemistry between Pecco
Bagnaia and Jack Miller, the irrepressible
optimism of Paolo Mr Pramac Campinoti, the
enthusiasm of the Unibo Motorsport team,
and the enduring emotion of the DucatiBayliss partnership, celebrated with the
Panigale V2 Bayliss 1st Championship 20th
Anniversary special edition.... The future is
that place where dreams come true, driven by
the energy of the new generations..

#### **Express the Change**

When we dream big, we find traces of this dream everywhere. In the simplicity of a cabin on the ocean shore, within the walls of a legendary music studio, in the dynamic look of the new Scrambler Urban Motard, and in the exclusive details of a Ducati Unica. The beauty of dreams is that they know no limits. And even once they come true, their impact is limitless.

Redline Magazine 2023: year zero

# 2023: year zero

As of the 2023 season, Ducati will be the official sole supplier of bikes competing in the FIM Enel MotoE™ World Cup, the electric class of the MotoGP™ World Championship. The start of a new and electrifying chapter in Ducati racing history.



The agreement signed with Dorna Sports will run until 2026 and therefore cover four editions of the MotoE World Cup.



#### Get ready for a new era of technological development and performance



The electric world is in continuous evolution. By participating in the MotoE World Cup, Ducati will be able to develop the best technologies and testing methodologies applied to electric bikes that are sporty, lightweight and high-performance. Equally, the fact that Ducati is part of the Volkswagen Group, which has made electric mobility an essential element of its 2030 "New Auto" strategy, will make for an extraordinary exchange of knowledge in the electric powertrain field.

The biggest challenges in this field as the technology permits, is right now relate to the size, weight to understand just how to build and range of the batteries and the an electric Ducati vehicle that is availability of charging networks. The experience Ducati will gain in the FIM Enel MotoE World Cup will be of fundamental benefit when it comes to product R&D and the physiological evolution of the technology and chemistry.

Once again, racing becomes a laboratory for the development of knowledge and solutions that will become a reality for all motorcyclists. The aim, as soon

sporty, lightweight, exciting, and able to satisfy the fans.







**Dakar 2022** 

**Electrified** 

The Audi RS Q e-tron challenge began with a feasibility study for an alternative drivetrain concept, carried out by a small team at Audi Sport. Then, in the development phase, involvement was extended to other departments. Whereas the engineers have always had some kind of base for circuit race projects, for the RS Q e-tron everything was built from scratch, in a process where the only known variables were the starting point and the end goal.

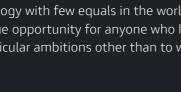
#### From concept to prototype

Nonetheless, some principles remained the same. Those relating to weight, for example. Even in the Dakar Rally, lightness equals speed. And because weight is a big issue for electric vehicles, every component of the Audi RS Q e-tron has been optimised to achieve the final minimum weight of 2 tons. On the efficiency front, and given the impossibility of recharging in the desert, the car is equipped with the already efficient TFSI engine used in the DTM, coupled with a power unit that charges a high-voltage

battery while driving and recovers energy when braking. The transmission is electric, identical on the front and rear axles, which are not connected to each other but are managed with software that creates a virtual and configurable central differential. Both axles are equipped with power units, derived from that of the Audi e-tron FE07 that competed in the 2021 FormulaE season.

With this type of drivetrain, Audi engineers have already managed to achieve an efficiency of more than 97 percent. But while there is little room for improvement here, there is still enormous potential in terms of the battery and energy management for the overall development of electric mobility. The know-how demonstrated and gained throughout this challenging project will flow into the production models and pave the way for future Audi development.

In fact, a technology that overcomes the challenges of the Dakar is a technology that can work anywhere. This is one of few certainties, if not the only one, offered by this extreme competition. A challenge of irresistible appeal and an incubator of technology with few equals in the world. A unique opportunity for anyone who has no particular ambitions other than to write history.





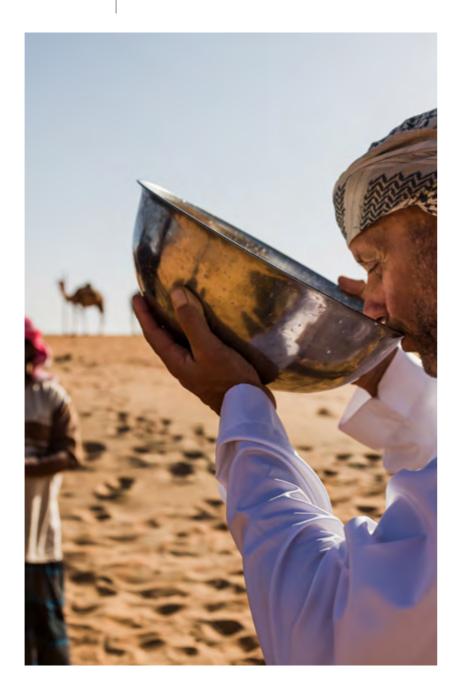
Redline Magazine Lead the way Max Calderan

#### Max, how do you come up with a challenge like crossing the Rub'al-Khali?

By allowing myself to dream. To dream big, but really big, on a scale greater than you'll actually be able to manage. When I was small, I dreamed of going to Mars, and I was rewarded when I crossed the Empty Quarter, a place in which no one had ever dared to venture.

#### How did you prepare physically for such an extreme challenge?

With years of very varied physical experiences, such as ski mountaineering, climbing, volleyball and skateboarding. And increasing levels of deprivation. For me, training means reaching the point of total exhaustion, taking my body to the limit, and reducing the physiological and natural reliance on food, water, and sleep to a minimum.



54-year old Max Calderan holds fourteen world records in desert exploration. Before crossing the Empty Quarter, he spent 90 consecutive hours crossing Oman along the line of the Tropic of Cancer, and more than 22 hours climbing up and down the Moreeb Dune in the United Arab Emirates.

### MAHDI

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#### And you've done it, in fact you're now known as the "Mahdi".

Yes, that's what the Bedouins call me. It means "the Guided One". According to Islamic belief, the Mahdi is the prophet who will appear in the desert and save the world when the end-times begin. I'm very proud of this name because it is testament to the connection I have with these people. Exploration is not only a physical feat. It is culture, knowledge, social relations... To explore a land, you must first speak with those who live there. Hear their stories.

#### How has exploring the Rub'al-Khali changed you, if at all?

It hasn't changed me. I've been a full-time explorer since 2006,

"I chose the desert because it's more unexplored, both geographically and culturally."



when I travelled across Qatar.
This is what I am in my everyday life and even more so during a challenge, when I put myself in Desert mode.

#### And what exactly is Desert mode?

Desert mode revolves around the concept of deprivation. You need to remove anything that's not strictly necessary, stripping yourself of the superfluous and becoming like an animal, alone and in total harmony with nature and its elements.

#### How does it feel to be alone in the middle of the desert, hundreds of miles from the nearest human?

In the desert there is nothing but sand. The silence is absolute. You hear only the beating of your heart, the blood pumping through your veins. It is in that moment that you're able to harness all the energy that nature presents you with. And that's why you never really feel alone, not even in the desert.



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Redline Magazine

Lead the way

Before Max, other explorers have successfully crossed shorter sections of the Rub'al-Khali, by

camel or in an off-road vehicle. Max completed his trip by foot, taking an unexplored route that

will now be marked on maps as the Calderan Line.



#### Are you already organising your next exploration?

No. With three children, one of whom was born right after I got back from Rub'al-Khali, the endeavours I want to take on now are more family-oriented. But I am developing various training

and promotional activities for kids. I want to give them the chance to re-establish a healthy relationship with nature and use science and technology as a way to expand our horizons and open up new and I've never wanted to follow in infinite possibilities.

#### Last question. Of all the extreme lands, why the desert specifically?

Because it's the most unexplored, both geographically and culturally. anyone's footsteps. If anything, I'd like others to follow in mine.



# 

# THE NEW DUCATI DESERTX

21" / 18"

Front wheel / Rear wheel

230<sub>mm</sub> / 220<sub>mm</sub>

06

Riding mode

**937**<sup>a</sup>



#### **Get ready for** the adventure of a lifetime

Exploration. Enjoyment. Performance. And a keen desire to head out and set off towards the horizon. The identity of this bike leaves no room for doubt – a single glance will transport you into the world of the Dakar.

Equipped with a 21" front wheel and an 18" rear, the new DesertX is also designed to take on the most challenging off-road routes. Specific offroad development combined with Ducati roadgoing expertise makes for a responsive, easy to handle bike that is at ease on any type of route and surface.



#### My desert, my first DesertX

By Antoine Méo\*

When I raced the Dakar, more experienced riders told me that once you try the desert, it stays with you forever and you can't live without it.... Well, they were right!

It's an incredible feeling, of extreme freedom, and one I've really missed. To experience it again in the Fossil Rock Desert, aboard the new DesertX, was exciting to say the least. And surprising too!

I say that because I'd never tested the bike before coming here, but it felt like mine as soon as I climbed aboard. And then when I turned it on and set off, well, it felt like I'd been riding it forever.

You immediately know that this bike is designed for off-roading, and there's really great footpeg-seathandlebar triangulation.

When you're up on your feet, you're able to put your full weight on the footpegs and don't need to hang on to the handlebar, which means you remain relaxed even when over long distances.

The bike rides very well off-road, with a light front end, and remains balanced over the jumps. This is also thanks to the suspension that, as well as offering an excellent response, is very sensitive to adjustments and easy to customise.

<sup>\*</sup>Five-time Enduro world champion





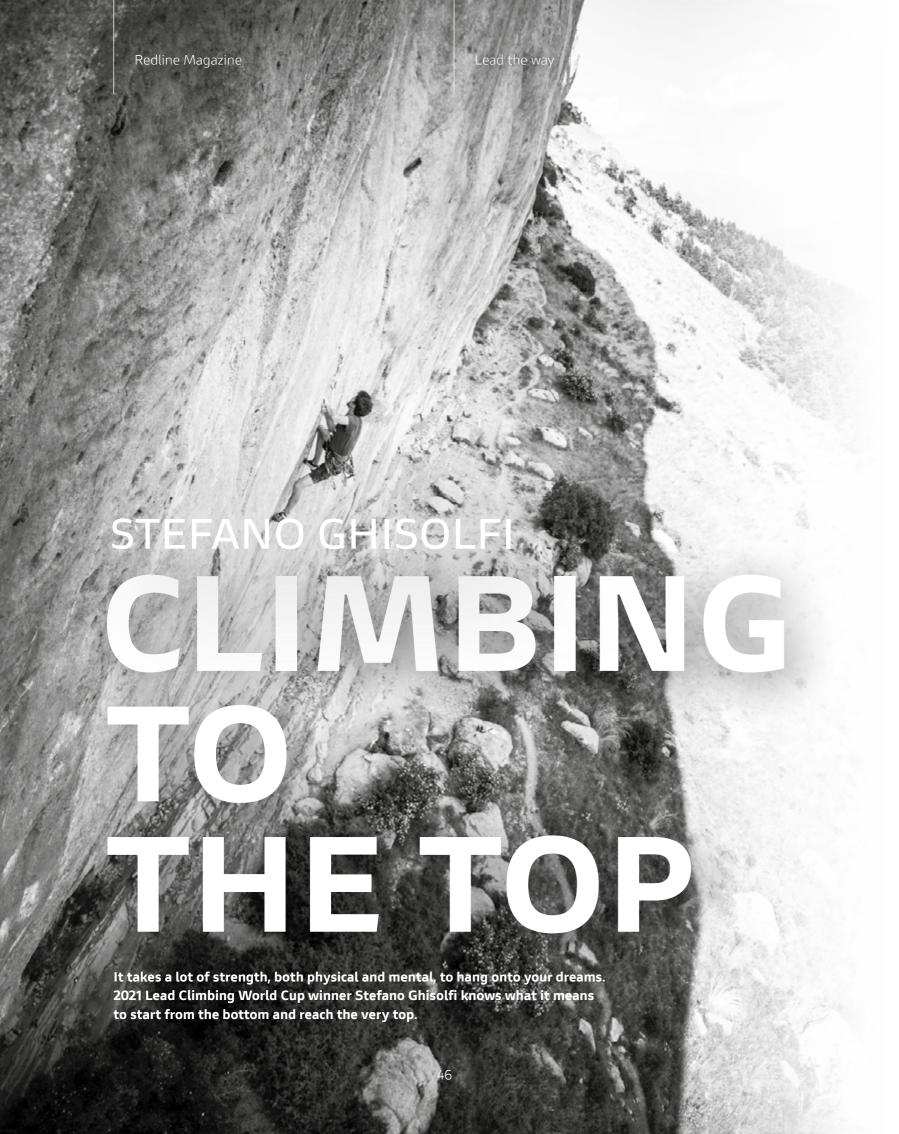




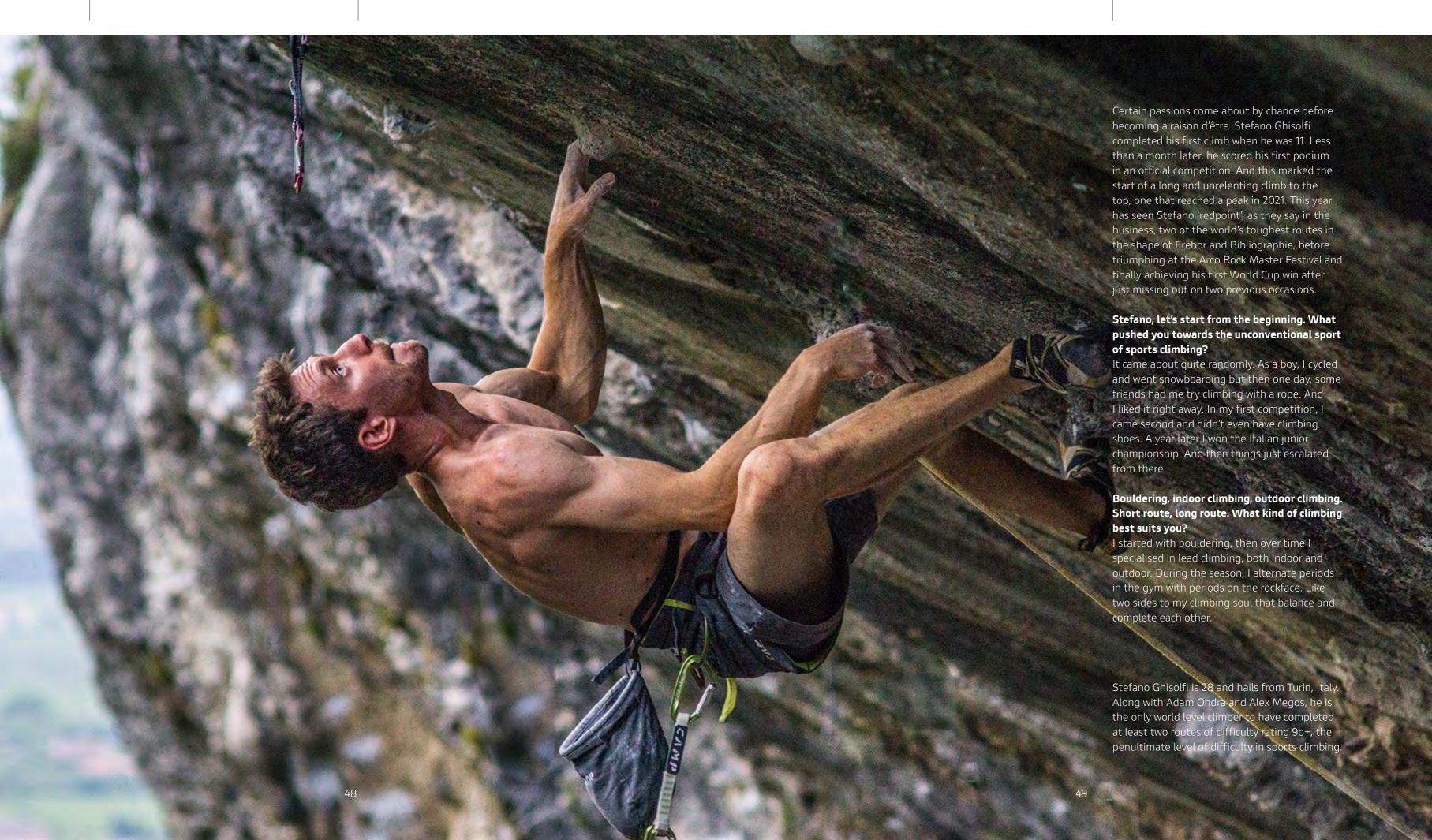


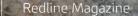












#### What is the one factor that has helped you reach the very pinnacle of international sports climbing?

Consistency. I've always trained, I've never missed the opportunity to take part in the season's most important competitions, and I've avoided any activity that could jeopardise my career, also because no other interest ever brought the same level of enjoyment. And this has allowed me to grow, gradually and consistently.

#### No tough times?

Just one, last year, when I was denied my Olympic dream. I didn't qualify at the first attempt and my second and final attempt, at the Euros in Moscow, was cancelled due to Covid-19. That was frustrating, but I was able to channel that negative energy towards new goals.

#### What is the key to performance during a race? And during an outdoor route?

In a competition, preparation is key. You have six minutes to study the route and another six minutes, and just one attempt, to complete it. If you don't know how to execute all the moves perfectly, both mentally and physically, you have no chance. On the rockface on the other hand, you're up against yourself. You can decide at what time of year and in what environmental conditions to attempt it, and you know that you'll always have another chance. It's a totally different challenge, which requires real self-knowledge.

#### On what routes and in what conditions are you best able to express yourself?

My best characteristics are strength and resistance, so I really like overhanging and very sloped walls. Like Perfecto Mundo in Spain, with its 45° incline. Or Change, in Norway, an almost horizontal wall inside an enormous cave

#### How will you try to climb higher, with respect to where you already are now?

By trying to redpoint a 9c route, the only level left after a 9b+. I don't have much choice, because there's only one - Silence, in Norway Unless I redpoint a new one.

#### Is there a place where you'd like to be the first to do so?

Yes, here in Arco, where I've lived for several years. I never could have imagined how satisfying it would be to open new routes, name them and ensure that others can redpoint them. If I imagine my future once my sporting career is over, well, I'd like to be doing that:





#### NEW DUCATI COLLECTION. SHOES, APPAREL AND ACCESSORIES.





Redline Magazine Highlight Multistrada V4 Pikes Peak

The new Multistrada V4 Pikes Peak is not only the most 'racing' Multistrada of all time, but also the world's sportiest dual hike

A bike designed and created so that the rider can fully enjoy the excitement of winding mountain roads and also experience all the adrenaline of performance on the racetrack. Agile, easy to handle and precise, its ability to hold the line is already excellent on corner entry and continues even once the throttle is opened – the new Multistrada V4 Pikes Peak literally follows the rider's gaze.

Wheel 17" front

EC 2.0
Suspension
Öhlins Smart EC 2.0

MONO
Single-sided swingarm

214 kg
Dry weight

And southern Spain, with the Sierra Nevada mountain range and the Circuito Nuevo de Andalucia, is its ideal battlefield.

Down the long counter-sloping straights of the racetrack, the new Multistrada V4 Pikes Peak gets the most out of the 170 hp delivered by the V4 Granturismo, thanks also to the Race Riding Mode with dedicated strategy, designed to effectively unleash the full power of the bike on track. The mapping, which offers a more direct throttle response and gradual limiter intervention, combined with the new quickshifter and wheelie control strategies, maximises performance between the turns and gives the Multistrada V4 Pikes Peak true race bike behaviour.

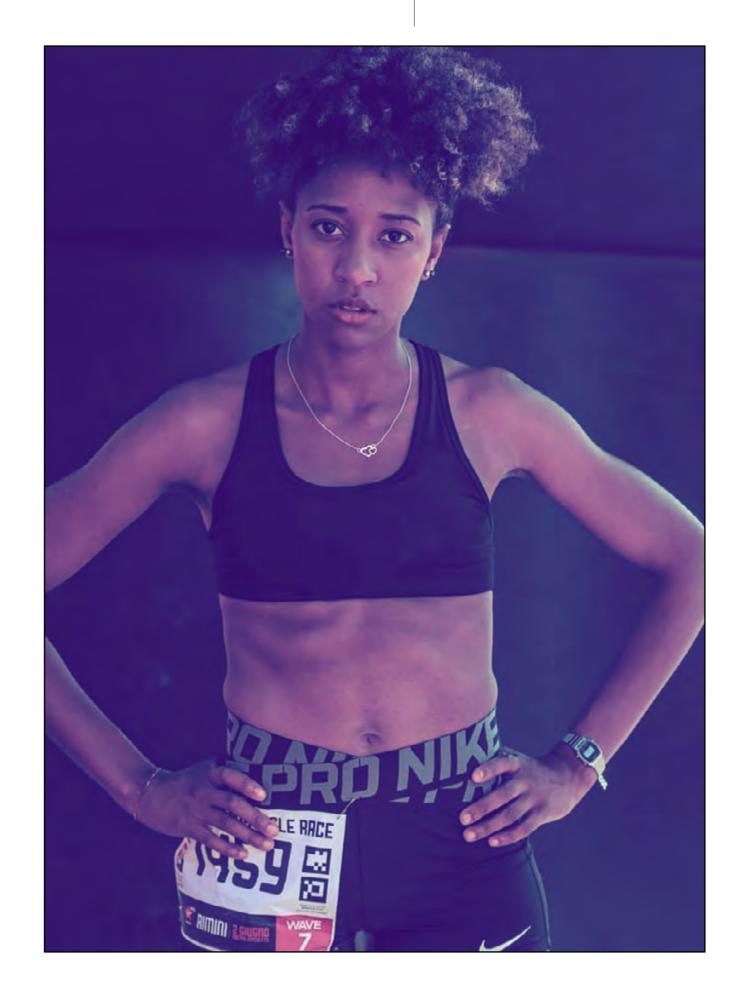
Once on the winding mountain roads, its dominant personality takes on the guise of extreme riding precision. The 17" front wheel and dedicated chassis ensure the new Multistrada V4 Pikes Peak offers maximum handling when entering the turns and changing direction, thanks also to the torque, which is rich but effectively managed by the engine for controlled cornering. A sensation that is amplified with the specific ergonomics and Öhlins Smart EC 2.0 suspension that, as well as increasing riding precision, also allow the rider to enjoy the sports excitement of the track or the twists and turns of a mountain pass.



Raise the bar Najla Adqeir



Najla Aqdeir has always known how to overcome obstacles with her passions. Sport, competition and now the Monster too, which she got before she could even ride it. Because Najla is an explosion of energy that is impossible to contain. After all, as she herself likes to say, "Life isn't about finding yourself, but creating yourself".



## A LIGHTNING **BOLT**









#### You were born and raised with a passion for running. When did you discover your passion for two wheels?

Two years ago, when some colleagues introduced me to the world of bike meets. Seeing all those riders who continued to dart by, I immediately thought how I'd like to be one of them one day.

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#### "I was always admiring the bikes of others until I eventually told myself, 'OK, now I want one of my own".

#### What do you like most about the Monster?

I really like the front end. It's different from that of previous models and I think it's very modern and appealing. But the aspect of the bike I'm craziest about is the red colour.

#### What sensations does it transmit?

Climbing aboard and imagining myself in control of this rocket has me feeling on top of the world, like a real queen!

#### Your life is so busy, how do you find the time to ride?

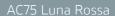
never a spare moment, but rest assured that I can always find time to ride! Also because I have to get to Milan for races, training and volunteering, right?



#### How does it feel to have become a Ducatista?

When the bike arrived, I immediately realised that

I was now part of something big, something historic. And I'm aware of this every time I read the Ducati lettering on the tank. It's really an amazing feeling, and I can't wait to take part in my first bike meet!



# FASTER THAN THE WIND

In sailing, as in motorcycling, technological development is driven by aerodynamics.

Racing and competition have always served to drive the most extreme technological innovation. And it's no coincidence that in sailing, as in motorcycling, the playing field is increasingly focused on one particular element – the air.

The air is fundamental when it comes to the speed of a motorcycle. Beyond 100 km/h, aerodynamic resistance becomes the greatest obstacle to the bike's progress. More so than the friction of the tyres or the gradient of the road. The air also generates what we call vertical force, or lift, which affects the phases of braking, acceleration, and cornering.

IRELLI

Mast height: 26.5 metres

Sail plan surface area: 400 m²

Redline Magazine

Boat length: 23 metres

Redline Magazine Raise the bar AC75 Luna Rossa



# On the wings of innovation

Ducati was the first MotoGP team to introduce winged appendages in a systematic way, to reduce floating of the front wheel and increase the bike's stability in both acceleration and braking. This gave way to an unprecedented period of technological evolution, with all teams working to design and develop their own new aerodynamic solutions.

The AC75 sailboats that competed in the latest America's Cup also mark a turning point in the history of sailing. These 75-foot, 6.5-ton monohulls stunned everyone with their lateral foils, thanks to which they can literally fly across the surface of the water.

This is made possible by the fact that the wing eliminates the resistance of the

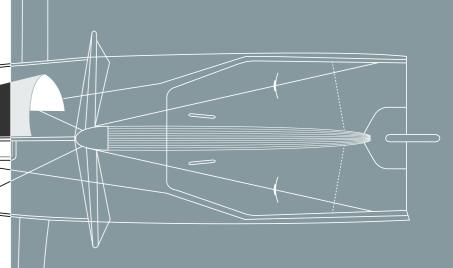
hull. The latter no longer needs to be immersed in order to balance the boat, because its resistance is replaced by that of the wing, the lift of which generates a righting moment.



The foil adjusts to ensure that the lift always equates to the weight.



surface, the more stable they become.



The hull is designed to offer the east aerodynamic resistance.

### Mast The AC75 challenge Soft wing Code Zero Jib Foil Helm





# Freedom vibes Dario Costa

The sense of freedom is something extremely personal. For Dario Costa, freedom means setting new records in aerobatic flying and air racing, living out the dream of a lifetime as he flies a plane through a tunnel or heads out on his Scrambler.

#### Dario, first things first. What gave you the idea to fly through a tunnel in a plane?

It's an idea I first had when I was 12, just a boy with a boundless passion for flying. I then became a stunt pilot and racing pilot, and the idea turned into something of an obsession. I wasn't the only one with this dream, as you see a lot of planes going through tunnels in the movies and cartoons. But I was the first to do it for real.

#### What did you want to demonstrate by doing this?

We've all driven a car or ridden a motorcycle through a tunnel, so we can all appreciate that a plane shouldn't be there. But I wanted to prove that this isn't the case. That talent does not exist, and that we can do absolutely anything with the right training, dedication, and preparation.

#### Talent doesn't exist, but perhaps a vocation does? How did you discover yours?

I think it all depends on what we see and absorb as children. I grew up in Libya and was lucky enough to get on a plane when I was still very young. I've always been fascinated by the sense of infinity you feel when you fly. When I'm on a plane, I feel free and don't think about anything except flying and enjoying the view.





On 4 September 2021, Dario Costa set a new record in the history of aviation, flying his racing plane for 43.44 seconds at an average speed of 250 km/h through the Çatalca tunnel in Turkey.





Raise the bar

#### And your passion for motorcycling? How did that come about?

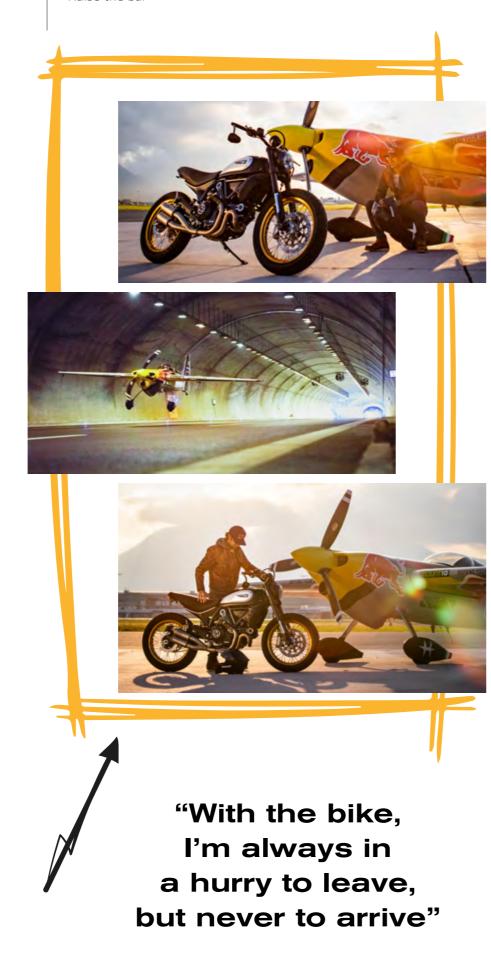
When I was six, my family moved to Bologna, just round the corner from the Ducati factory. For a child who dreamed of flying, it was only natural that I also fell in love with motorsport. I started to ride bikes at 14 and never stopped, but my passion goes beyond the riding itself. I mean, I would spend a whole day just admiring a Panigale V4 R. And I also love the fact that I can be hands-on with a motorcycle.

#### You currently have a fully customised Ducati Scrambler in your garage in fact.

Yes, I chose a Scrambler because I wanted a bike that you can use every day and that is easy to customise. The Scrambler Icon Dark was the perfect base, I just wanted to make it a little more race inspired. So I've put in two 19" wheels, a custom exhaust made for me by the guys at Ducati Salzburg, and the handlebar of the Scrambler Full Throttle.

#### How do you spend your time riding the Ducati Scrambler? Do you look for adventure, relaxation, or fun?

I seek exactly what I seek when flying. The bike can't give me the same sense of infinity or views that stretch beyond the horizon of course, but the sense of freedom is the same. I could ride my Scrambler for days on end without a care in the world. I'm always in a hurry to leave, but never to arrive.











interpreta



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### Lines designed to amaze











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Redline Magazine Raise the bar Luca Salvadori

Behind the scenes with Luca Salvadori, rider and youtuber.

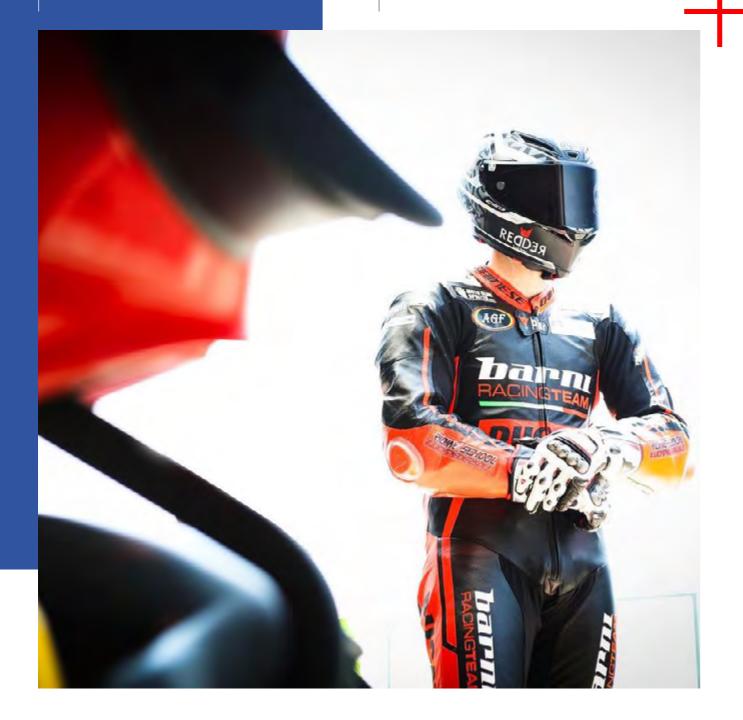
# All about the racing

What's more difficult? Knowing how to successfully steer a race bike or a community of more than 300,000 followers? For Luca Salvadori, neither poses a challenge. Digital influencer and professional rider, Luca is as comfortable on the Panigale V4 R when competing in the National Trophy with the Barni Racing Team Ducati, as he is in front of the camera, producing his latest video and setting new personal records on the internet.

Luca Salvadori made his professional debut at 17 before winning the National 600 Supersport championship in 2014. Since then, he's revolutionised the way we share our passion for everything two wheels with the videos he publishes on his social media channels.



Redline Magazine Raise the bar



#### THE TRACK AND SOCIAL MEDIA

When did you realise you knew your way around a bike? And then when did you realise you knew your way around a video camera?

With bikes, it all came about by chance really. I grew up in a family that was more into cars. My dad, a former racer, has a team, Trident Racing, which races in Formula 2 and Formula 3. I gave it a go when I was 16 and all enthusiastic after getting my scooter. I

went out on track with a 125 two-stroke, and immediately knew it was true love. The video camera was more of a necessity. At a certain point, I realised I needed to be more mediasavvy if I wanted to continue to make a living out of my passion. I started on my own, with the help of a GoPro Hero 4 and countless video tutorials on YouTube, and things immediately went well, unexpectedly so in fact.

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### "

I started on my own with a camera, and things immediately went well.



# Real passion, no filters

No fear of getting out there, on track and on the internet.



### How are you able to reconcile the roles of rider and youtuber?

It's not easy. Particularly when there are problems on track or, even worse, you're rammed, it's really hard to find the mental energy and alertness to get in front of the camera. I always try to give it my all and be professional on both fronts, to bring home the best result, in both multimedia and sporting terms. A while ago, I went out on track with no camera, with the sole aim of doing well and enjoying the race together with my teammates, friends, and rivals. It was the first time I'd done that in three years, and I have to say it was a great feeling.

### HE PANIGALE V 4 R



### How much preparation and how much improvisation are involved on the track and in the studio?

Racing requires meticulous preparation. Every detail, especially off track, like your physical fitness or a constructive briefing with the team, can make the difference. As for video production though, you need to be able to improvise, simply because you can't predict the future. So you prepare an outline, of which 60-70% will probably be produced anyway, while the remaining 30-40% depends on what happens on track.

### You've a point of reference for motorcycling fans. What is it that your followers appreciate most about you?

A point of reference is perhaps an exaggeration, but I'm pleased that a lot of people follow me on YouTube and that we've built a great community. When they meet me in person, they often tell me that there's no difference between how they see me on social media and how I am in reality. To be perceived as a real person, and not just as a stage persona, is an important recognition for me.

#### Raise the bar

### Who inspires you, whether rider or internet personality?

Definitely Casey Neistat, an American youtuber who is a real editing genius. He keeps you glued to a video for 20 minutes even if he's only showing you totally normally day to day scenes. And then Alberto Naska of course. He was the first to encourage me to embark on this adventure, and it is also thanks to him that I am where I am now. The great thing is that rather than becoming rivals, we've helped each other. I've given him advice about bikes, and he's taught me about editing, storytelling and so on. As for sportsmen, my reference has always been Valentino, the pioneer of a new way of experiencing and sharing motorcycling.

### Which situations appeal most to your community?

If I knew the kind of content that worked best for my channel, I'd just publish that every day! Joking aside, on YouTube, as with any complex job, and that includes riding a bike fast, you always need to re-innovate and re-invent yourself. Impossible challenges, like the race with the production V4 S, will always attract the audience's attention of course, particularly if you also take them behind the scenes.

### How does your online popularity affect your relationships with your team-mates and rivals on track?

I was something of an ugly duckling before I had followers. Then came sponsors, important contracts, invites to events and, inevitably, also criticism from a jealous few. Unfortunately, not everyone realises that this is the future, and that these tools can help everyone, riders and championships, to grow and find new resources.

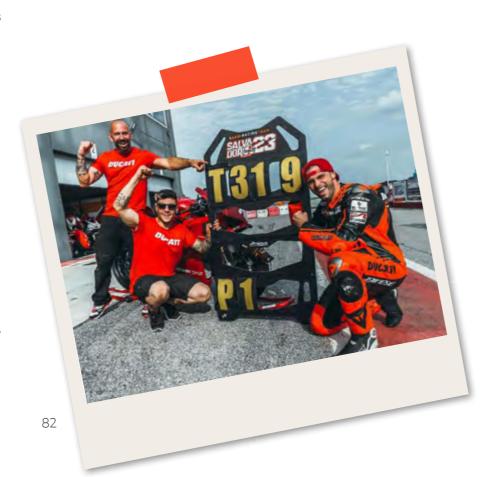
### Is there a race (on two or four wheels) that you'd like to contest and share with your followers?

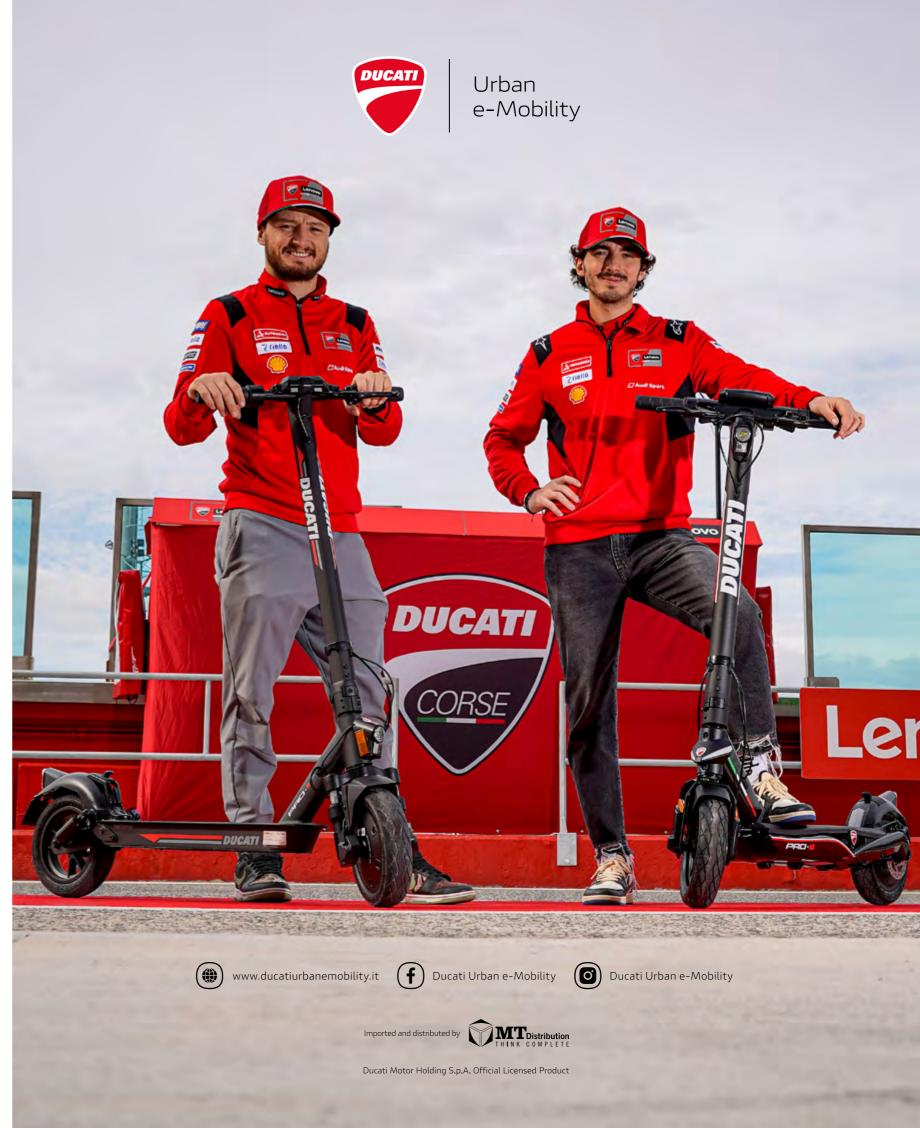
Well, yes, an F1 race! No, I'm joking, let's keep our feet on the ground. I recently competed in a 25-hour for the first time, the Fun Cup at Spa for the Unicef Next Generation. That was a fantastic experience. So, in terms of four wheels, taking part in the Le Mans 24 Hours would be

incredible. And, as a motorcycle rider, I'd also like to race in WorldSBK for the first time. Who knows if the opportunity will arise?

### Aside from the unfortunate ending, what do you take away from your first season aboard the Panigale V4 R?

I discovered a fantastic team, Team Barni, with whom I really got on well. And above all, I discovered a bike that is truly satisfying, and that goes very, but I mean very, fast. The icing on the cake would to be race it as a wildcard in Superbike. It's a crazy bike, already in its production version, with which I set a track record at Cremona. That record stood for many months and the person who eventually beat it did so with a race-prepped bike. That says a lot about the incredible potential of the production Panigale V4!





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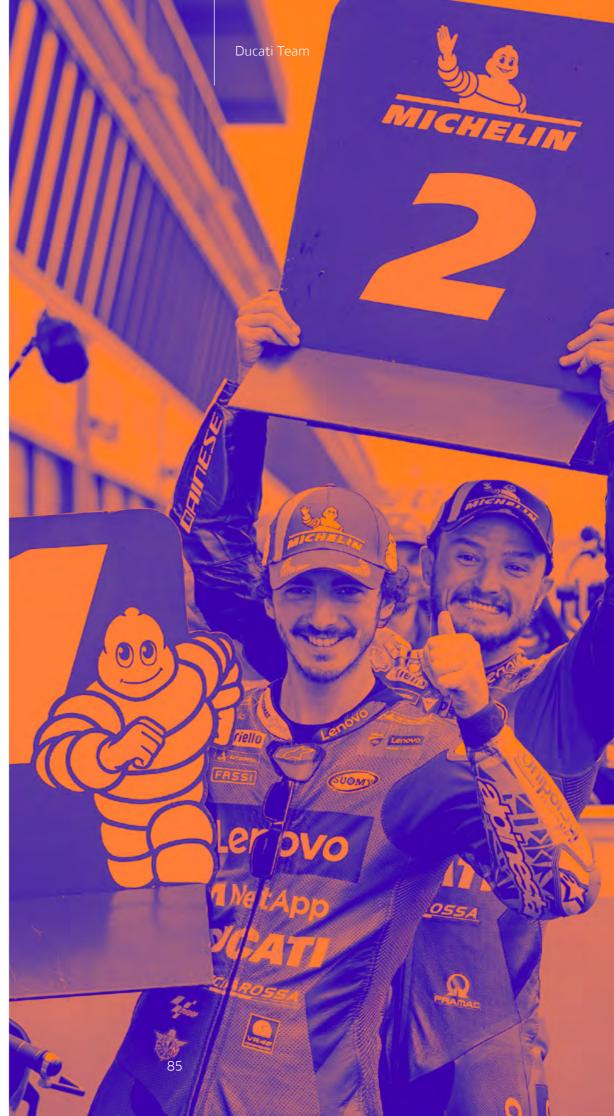
# Pecco & Jack: winning is a team sport

They're young but make up one of the most experienced duos in the world championship. They work well together and, most importantly, they're increasingly successful. 2022 will see Jack Miller and Pecco Bagnaia take on their fourth season as teammates, their second in factory Ducati colours, and their first as world champions, a title scored during what was an electrifying 2021.

Different in terms of their style and character – Jack adventurous and hot blooded, on track and off; Pecco methodical and sensible, but only at first sight – they first crossed paths on 26 June 2016 at the Dutch circuit of Assen.







### From Pramac to Ducati Corse, in the name of the Desmosedici





Pecco scored his first world championship win during his debut Moto3 championship season, quickly demonstrating his immense talent. Jack, after a less than simple first year in the reigning class, won his first race after making an extraordinary recovery in the wet, showing everyone exactly what he's made of. Three years later, with Pecco the newly crowned Moto2 champion and Jack increasingly strong and consistent in MotoGP, the two became team-mates on the Pramac Racing Team powered by Ducati. And after a two-year apprenticeship in which the pair gained confidence with the Desmosedici, they ultimately earned themselves a place on the Ducati Lenovo Team in 2021. True thoroughbreds born both to ride and to race, they always aim to do the very best they can. But each also hopes that their main rival for the win is their teammate, because seeing Ducati win is the most important thing.

There is mutual esteem and the utmost respect between the pair, who discuss everything in the

garage, from tyres to strategy and rivals (even supercross, of which both are fans). On track, it's each man for himself, but they don't shy away when it's time to pull together as a team.
For Ducati Corse Sporting Director Paolo Ciabatti, they are "a duo I wouldn't swap for anything in the world". For General Manager Gigi Dall'Igna, they have also been essential in "helping the technicians to understand where and how to improve the bike".

For the many Ducatisti, they are the stars of a fantastic season, but first and foremost they are Pecco and Jack, two young men who have shown that they truly embody Ducati values with their passion and determination. Riders who, come 2022, will do their very best to also bring home the coveted individual title – you can bet on it!



### Francesco "Pecco" Bagnaia

Year of birth: 1997
Zodiac sign: Capricorn
Race number: 63

Secret passions: cars and shoes

Favourite song: "Mi fido di te" by Jovanotti





### **Jack Miller**

Year of birth: 1995
Zodiac sign:
Capricorn

Race number: 43
Secret passions:
MX and helicopters
Favourite song:
"Thunderstruck"
by AC/DC

# 

"I am really comfortable in this group and am sure we'll do big things together."

Francesco Bagnaia

The Ducati Lenovo Team is ready to take on its twenty-first season in MotoGP. For the first time in its history, the Desmosedici GP will flaunt the original shade of "Ducati Red" that has long characterised production Ducati bikes.

The calendar features twentyone rounds, the first of which will play out in Qatar on 6 March. The team and riders will once again be supported by Lenovo, Title Partner as well as a technological partner for the enhancement of decision-making processes at the racetrack.

"Being part of the factory Ducati team means having the support of so many fans, in Italy and around the world."

Jack Miller







Redline Magazine

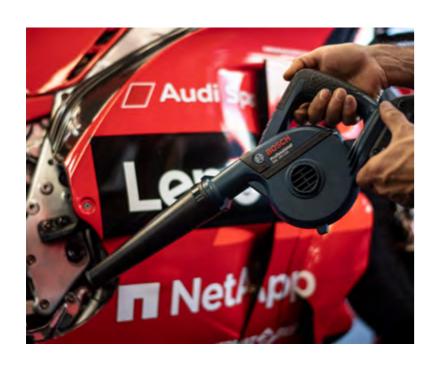
Bosch

### **BOSCH**

### The Dream Team

As with all dream teams, everyone inside the garage shares the same common goal - victory. Rider success is the result of work by the whole team and the "engineers of speed".

Between one exit and the next, technicians have just seconds to loosen and tighten nuts, change tyres, adjust brake callipers, cool the electronic parts of the Desmosedici, and more besides. And the pressure doesn't abate until the finish line. In carrying out their work, the mechanics of the Ducati Lenovo Team rely on Bosch Professional power tools. Bosch has been an official Ducati partner in the world championship for 15 years, helping



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to facilitate and speed up bike set-up work in the garage.

Every race is a competition between man and machine, in which the main goal is to be the fastest and finish first – a non-stop sequence in which riders accelerate, brake, change direction, brake hard and accelerate again, many times over, lap after lap. During the race, riders trust totally in their mechanics. Every detail counts and even the slightest mistake can cost a rider the win.

Battery-powered tools like the new BITURBO GDS 18V-1050 H impact wrench can have a bearing on the results of the practices and races, helping to save fractions of a second and ensuring electrifying speed in the garages at each circuit.

"The extraordinary high torque of the impact wrench helps the team when loosening and tightening large nuts and saves us precious fractions of a second in the garage" comments Marco Ventura.

This, combined with complete battery

interchangeability, allows the team to work uninterruptedly, with no need to stop and recharge. The work is facilitated by the fact that powerful, ready to use batteries are always available.

The GBL 18V-120 blower is one of the most used tools, useful in terms of cooling the electronics and the exhausts and preventing key components from overheating. The GIS 1000 C thermo detector has become indispensable at the racetracks, allowing teams to measure both the temperature of the asphalt and of components sensitive to the heat. These readings help the mechanics to rapidly identify any problems in real time and precisely set-up the bike to suit track conditions.





Redline Magazine

Unlock the future

#### Paolo Campinoti

### PAOLO CAMPINOTI



# The irrepressible energy of

He doesn't ride a motorcycle and prior to founding the Pramac Racing Team he had never seen a world championship race. But that's Paolo Campinoti.

Quick to develop a passion for things, he always makes an impression, on championships and on people, thanks to his infallible intuition and unwavering optimism.

Paolo, 2021 was one of the best years of all time for the Pramac Racing Team, the squad scoring the best independent rider and team titles as well as rookie of the year. Which makes you most proud?

The title I was most pleased about was that of best independent team. Motorcycling is an individual sport, but the results come thanks to the work of the entire team.

"The adrenaline the races give you is a unique experience."

#### And which surprised you most?

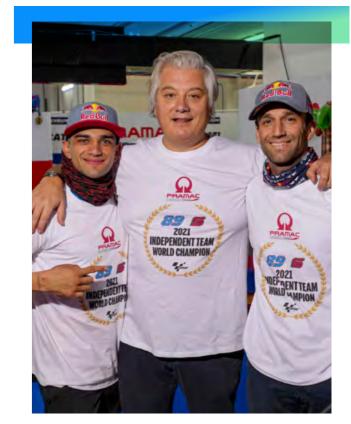
I admit that the riders' titles didn't come as too much of a surprise. Martín is a cut above the other rookies and Zarco was coming off the back of a great season. I knew they would do great things with this bike, which has taken a significant step forward in recent years.

### Before launching the Pramac Racing Team, you'd never watched a motorcycle race in your life, and now you're a key figure in MotoGP. How has your relationship with racing developed over the last 20 years?

Racing is a way of being, of way of life that is impossible not to love. You can be a novice from a technical standpoint, but the adrenaline the races give you is still a unique experience. No other sport is able to combine the technological aspect and the human aspect in this way.

### In terms of the human aspect, why do so many young riders see Pramac as the ideal environment in which to grow?

Because in Pramac they find the right balance between the pressure that pushes you to improve, and the serenity needed to prevent burn-out. Those who come to us know that they'll work hard, but with the right degree of lightheartedness.







Redline Magazine Unlock the future Paolo Campinoti

### What type of relationship do you like to instil with your riders?

I don't want to sound overly sentimental, but they're like children to me. You see these young guys who follow you, trust in you, grow with you, and you build a relationship that goes beyond the work experience itself. And I make sure that this is the case, in terms of both the team and the work.

### So is Paolo Campinoti the businessman similar to Paolo Campinoti the racing man?

Yes, and it could be no other way, because you are always managing people. Sometimes you need to apply a little pressure, sometimes you need to know how to encourage. An important entrepreneur once said that you need three things in your work – courage, intellect, and luck. And I really believe that, particularly the courage part, because intellect without courage will give you the perfect calculation but, in the long term, certain problems are impossible to overcome if there's no courage.

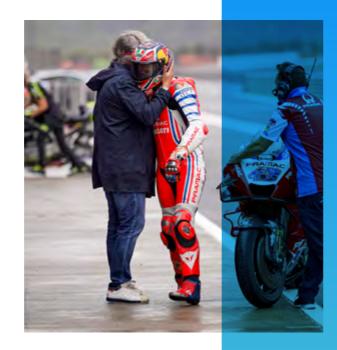
### Pramac is very popular and not just with the riders. What makes your hospitality the most entertaining in MotoGP?

We simply try to give the word 'hospitality' its real meaning. Those who come to us must feel good, feel a bit special. I'm very open and like to bring together people who seemingly have nothing in common and then watch them become one by the end of the evening. The great thing about bike racing is that it generates such strong emotions that even the stars, when they come, are like kids at a fairground!

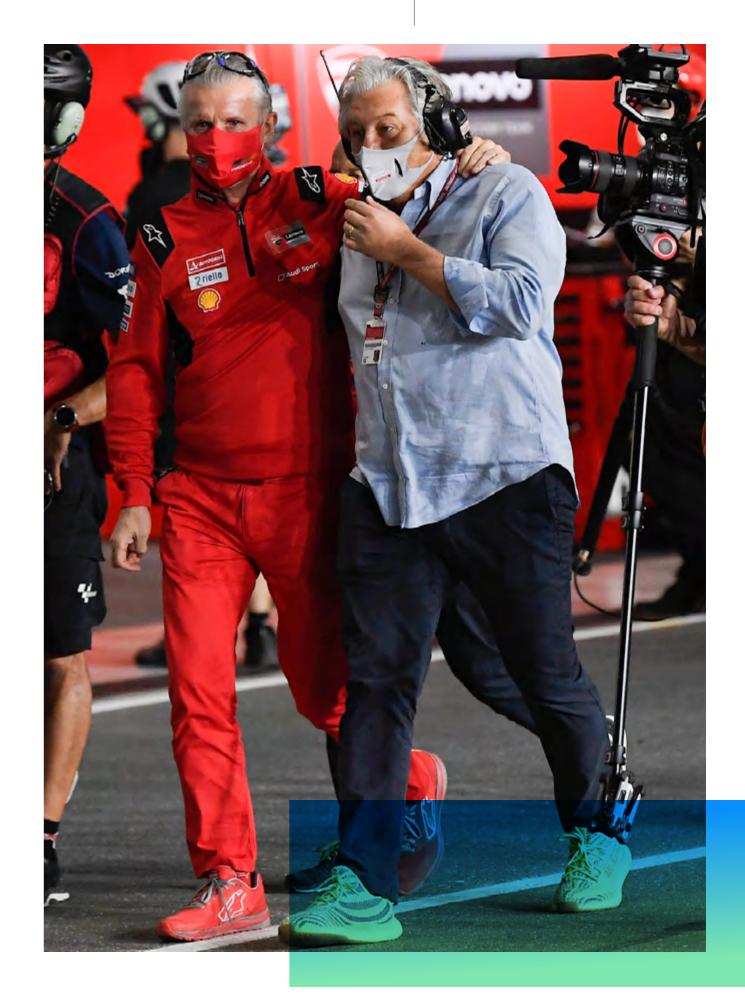


### "No, I don't think I can see Pramac without Ducati."

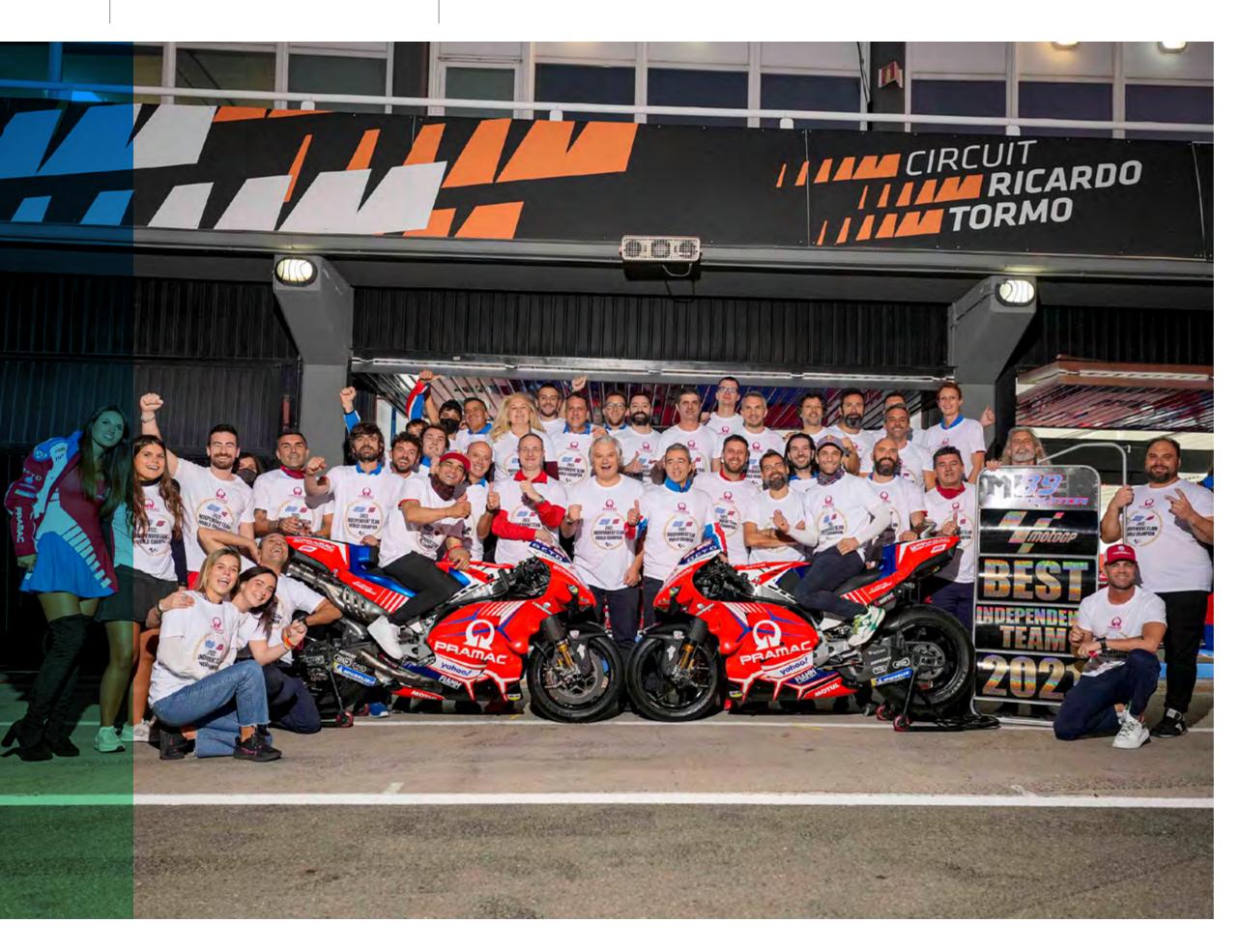
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Redline Magazine Unlock the future



### "I'm lucky, because I was born content."

The partnership with Ducati is long standing and will continue to bring mutual satisfaction until at least 2024. What is it that makes this collaboration work so well?

Things that might seem banal, but that are in fact very important – a lot of respect and affection, both personal and professional. They've always been there, even in the toughest times.

Dall'Igna, Ciabatti and the whole Ducati Corse team are people with whom you enjoy spending time as well as working.

No, I don't think I can see Pramac without Ducati.

### Last question. We know you don't like to give yourself credit, but what do you see as your greatest strength?

I'm lucky because I was born content. I get emotional about the simplest things. And I've seen that, when you do things with enthusiasm, the results automatically come. Perhaps it takes a little time, a month, even a year. But they come. You just need to persevere and be ready to enjoy all the emotions life brings.



### A FAMIL AFFAIR

What does it mean to grow up in the WorldSBK Ducati garages, follow dad around the world and watch him become a motorcycle legend? For Oli Bayliss, it meant clambering onto a tricycle at 2, debuting in the Australian Superbike championship at 14 and now, at 18, riding the Panigale V2 for the Barni Racing Team in the Supersport World Championship.



Redline Magazine Unlock the future Oli Bayliss



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# Racing in the blood

Everyone remembers him, that little blond-haired, blue-eyed boy that would scamper around the paddock between dad Troy's track sessions, under the watchful eye of mum Kim. Ducati and the Bayliss clan have always been one big family, the garages nothing more than a second home for Oli. Racing has been a part of both his childhood and his teenage years. Having cut his teeth on kart and dirt tracks, by 14 Oli was already starting to get serious in the national championships. In 2021 he made his Australian SBK debut and took his first win after just three races. A clear sign that Oli is ready for the international stage.

Ducati and the Barni Racing Team are very keen to offer him the chance to develop his talent and, now that Oli has finished school, the Bayliss family is also happy for him to compete in Europe. And so it is that, 20 years after Baylisstic scored his first title, another Bayliss will now ride the Ducati twin in 2022. Will history repeat itself? It's too soon to say. But as Troy likes to say, "Oli was already riding a tricycle at the skate park when he was 2, and he's not stopped racing since".



In 2022 Oli Bayliss will compete for the Barni Racing Team, riding the Panigale V2 in the FIM Supersport World Championship.

Highlight

Panigale V2

# BORN TO CELEBRATE

THE NEW

PANIGALE V2

BAYLISS 1<sup>ST</sup> CHAMPIONSHIP

20<sup>TH</sup> ANNIVERSARY

Panigale V2



With 52 wins, 94 podiums and 3 World Superbike championships, the Ducati-Bayliss partnership proved to be one of the most successful in the motorsport world. The Australian's feats on track guaranteed him a place in the heart of every ducatista and now, that unique chemistry between Ducati and "Baylisstic" returns in the form of this commemorative bike, produced in a numbered series, the graphics and name of which have been mutually agreed upon.

The new Panigale V2 Bayliss 1st Championship 20<sup>th</sup> Anniversary celebrates one of the most successful riders of all time, a man symbolic of an entire community: Troy Bayliss. Built as a numbered series, this special bike is both Ducati sports DNA in its purest form and a tribute to an enduring passion.

This version of the Panigale V2 stands out for its special livery, inspired by the 996 R with which Bayliss won his first world title in 2001, as well as its select Öhlins components, which raise the track performance of the Panigale V2 Bayliss 1st Championship 20th Anniversary to another level.

155 HP

NIX30 and TTX36

174.5 kg

Dry weight

Redline Magazine Unlock the future Motostudent

### Ducati and UniBo Motorsport

# Topothe of the class

Italy was well represented in the 2021 Motostudent International Competition by Minerva GN, the electric bike developed by the Università di Bologna race team with the support of Ducati technicians.

It is known as Minerva GN. Because it is a sophisticated product of ingenuity and applied arts, because it has proven successful on many fronts, and because, just like the Roman goddess, it has its roots in the land of the Etruscans, or rather felsinee, from the ancient name for the city of Bologna.

Designed and built by the UniBo Motorsport team and sponsored and supported by Fondazione Ducati, Minerva GN is the bike that triumphed in the Electric Category of the 2021 Motostudent International Competition. A win that was a long time in the making, in that it is the result of collaboration between Ducati and the oldest university in the western world, one of many partnerships that make up this wonderful land known as Motor Valley. It also serves as an important milestone for the future, for the development of electric propulsion vehicles and the training of the motorsport designers of tomorrow.

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# Winning synergy



In the three years spent working on Minerva GN, the young UniBo Motorsport engineers worked like a MotoGP team, managing every phase of the development process, "From the design and creation of the components, to testing in the lab and on track", explain Rebecca Rimondi and Fabio Curto, respectively Motostudent Team Leader and Chief Technical Officer for UniBo Motorsport.

### How did the collaboration with Ducati come about?

R- Ducati is a fundamental partner in our projects. Engineers Di Piazza and Cané are the

first to see our ideas for the new bike. They help us understand the optimum level we should be aiming for, and how we can actually get there.

F- It's a continual collaboration. We speak on a weekly basis to analyse and discuss the development of the bike, but also to ensure we carry out team management activities in the best possible way.

### How often does the Motostudent Championship run?

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F- Every two years, although the last edition was postponed by a year due to Covid. But

after each championship, we all start over from scratch. You start with a blank page and so are free to propose new ideas.

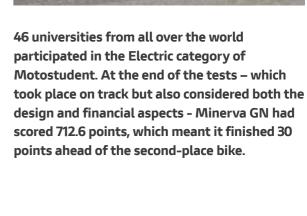
#### How much work is involved?

F- In general terms, team members are asked to make a weekly commitment, outside of their lessons, so as to reconcile this activity with their studies. Of course, our efforts intensify as the races approach, because each race requires a great deal of preparation.

R- For the six team managers, me and Fabio included, the commitment is a daily one. This is a real job, and it inevitably cuts into our study time. But it's worth it, because it's a truly unique experience that enriches us both humanly and professionally.

#### What was the key to the Motostudent victory?

F- If we look at the bike, I'd say the chassis. Before the final event at Aragón, some tests were carried out by the federation's official test riders, one of whom is former MotoGP rider Jeremy McWilliams. Everyone said that the bike was easy to handle and immediately offered good feeling. This is because we were able to produce the main components here at home, exploiting state-of-the-art technologies. R- We were also able to conduct many tests, organised down to the finest detail, which allowed us to really experiment with our solutions and outfit a bike that was tailor-made for its rider, Alessandro Berardi. But I'd say that the real winning ingredient was the chemistry within the team. There was a great atmosphere right from the outset, and this allowed us to work well together throughout the project and





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particularly during the races. When you've everything to play for and little time available, being able to understand each other quickly, almost at a glance, makes the difference.



Redline Magazine Unlock the future Mission: sustainability

# Mission: sustainability

Ducati has many ambitions. To design and build bikes that are increasingly appealing and advanced. To be the brand of reference for the most passionate of riders. But, also, to contribute to the shaping of a world in which riding a motorcycle and respecting the environment are in perfect harmony.

When the Volkswagen Group launched its goTOzero strategy, to expedite its journey along the path to sustainability, Ducati immediately agreed to do its part. With the new Environmental Mission, introduced last March, Ducati is committed to reducing the potential environmental impact of its activities, across all the main areas of its business.

Because being at the forefront essentially means looking to the future. And because the greater the challenge, the higher Ducati rises to give its very best.



### The Environmental Mission

Four goals on which all Ducati initiatives relating to sustainability converge. An integrated action plan spanning everything from the production cycle to World Ducati Week, it is designed to mitigate any negative impact on the environment and maximise the benefits for society as a whole.





Climate change: To reduce the greenhouse gas emissions (CO<sub>2</sub>) caused by our products, throughout their entire lifecycle, by 15% compared to 2015 by 2025 and to become a CO<sub>2</sub> zero emissions company by 2050 **Resources**: To reduce the manufacturing impact in terms of CO<sub>2</sub>, energy, water, waste, and volatile organic compounds

(VOCs) by 25% per vehicle compared to 2013 by 2025 **Air quality**: To introduce at least one electric model into the

product range by 2030

Environmental compliance: To implement efficient management systems with which to govern the environmental impact through

every phase of Ducati activity.

### Mission: sustainability 3,367 needed to absorb it 15,543 Rome/NY flights by a single person KKKKKKKKKK KKKKKKKKKK *FKKKKKKKKK*

### Reducing consumption

To reduce its water footprint, Ducati has implemented measures with which to recycle its water and use its resources efficiently. There is also significant commitment on the energy front, with the automated control of lighting and aspiration systems and the replacement of traditional bulbs with LED lights.

### Recovering waste

Collaboration between Ducati and Hera Group has also resulted in the waste management plan, which allows for different families of waste to be separated as far as possible and ensures the correct implementation of the production waste recovery process.

98%

produced

746,464

kg of waste

recovered through

waste sorting

the percentage of

of the total waste

waste recovered out

### Trigeneration plant

The environmental commitment begins at home, in Borgo Panigale. Here at the Ducati factory, every process is subject to continuous evaluation, with the aim of reducing the environmental impact of the production plant to a minimum

and transforming it into an increasingly sustainable ecosystem.

In order to produce energy in a more efficient way, Ducati, together with Hera Group, has launched a trigeneration plant, which uses a single fuel to generate combined cooling, heating and power using two endothermic engines. The plant covers almost all the Borgo Panigale factory's heat and power requirements, thus saving thousands of tons of CO<sub>2</sub> and oil.

Redline Magazine Unlock the future Mission: sustainability

### Virtuous cycles

In paying attention to the environmental impact across every phase of a product's lifecycle, Ducati ensures that all its motorcycles are created in the name of sustainability. Suppliers respond to precise environmental performance criteria. And raw materials are selected so as to reduce polluting emissions

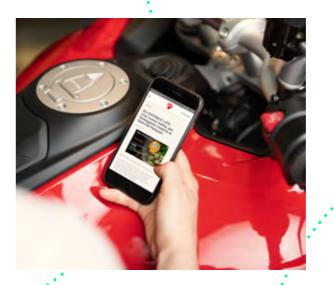
to a minimum and ensure the recycling of more than 90% of the bike's total components. Even the design phase is more sustainable, both in terms of the waste produced and the pollutants emitted into the atmosphere. This is largely thanks to virtual mock-ups and computational fluid-dynamics

that limit the use of physical prototypes and the subsequent need for vehicle testing on road and track. Similarly, the digitalisation of manuals, whether user and maintenance or for Ducati service centres, has been decisive in terms of reducing paper consumption.



### Like a family

Sustainability also has to do with simple choices and daily habits. From life inside the company to events aimed at the entire community, Ducati promotes many projects and initiatives that highlight just how easy it is to marry personal health and enjoyment with the safeguarding of the environment.



### Su-Eatable Life

Financed by the European Commission and executed in collaboration with Felsinea Ristorazione, with the coordination of Fondazione Barilla, this project aims to inspire people to make healthy and sustainable food choices. The project has even resulted in a sustainable cookery book, available to both those using the Ducati company canteen and employees who are smart working, so as to reduce the environmental impact of food to a minimum.



Stemming from a Volkswagen Group initiative, #Project1Hour offers all employees one hour of training and awareness raising relating to the climate crisis. The speaker in 2021 was Professor Riccardo Valentini, a member of the UN intergovernmental panel on climate change and the 2007 recipient of the Nobel Peace Prize.





### **WDW**

As well as Ducati passion, World Ducati Week also celebrates sustainability. The large-scale bike meet for ducatisti is the world's only two-wheel initiative to have obtained certification as a sustainable event, thanks to the efforts of "kilometre zero" suppliers, a capillary system for the sorting of waste, the use of recycled and recyclable raw materials, and the many opportunities to raise environmental awareness that it offers to participants.

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The Style Centre opens its doors to the Ducatisti and supports them as they realise their dream - to collaborate directly with the designers and technicians to create a bike that will be an absolute one-off in the world.

The Ducatisti who register for the programme will be able to visit the atelier at the Ducati Style Centre and describe exactly what they want to designers. With refined materials, dedicated finishes, special colours and Ducati Performance accessories, every detail can be customised thanks to the professional support of the Ducati Unica team, while respecting the style traits that identify an authentic Ducati.

During periodic visits, the owners of a Ducati Unica can follow the progress of their bike, really feeling the level of dedication and care that Ducati dedicates to each project for themselves. Every Ducati Unica will be delivered complete with a certificate of uniqueness that confirms its originality and guarantees its non-replicable status.

"The moment in which the Ducatisti will see their finished bike will be very exciting and a cause for real pride."

Andrea Ferraresi, Ducati Style Centre Director

Every phase of the process will be documented and engage the enthusiasts directly as they see their bike take shape, from the initial sketches all the way to the delivery ceremony.

VIENI IN ITALIA CON ME

Ducati Unica





The level of uniqueness and meticulous attention to detail involved in every Ducati Unica project mean that the company can only accept an extremely limited number of requests each year.



### BUILD FOR REAL







# Icsend Continues

It was 1976 when the Fonoprint recording studio opened its doors with the aim of giving the city of Bologna a place in which to express its exceptional musical talent. Some of the first to use it were Lucio Dalla and Francesco Guccini followed, a few years later, by Zucchero and Vasco Rossi. Local artists who would start on these microphones and go on to conquer the international stage. Today Bologna is a UNESCO city of music, and Fonoprint, a Ducati partner in the Scrambler Ducati Live project, continues to do what it was born to do, laying down the history of Italian music.

FONOPRINT

Express the change





As well as a recording studio, Fonoprint is now also a museum that focuses on sharing the history and prestige of the Italian singersongwriter scene.

Scrambler Ducati Live is a brandnew format with six live sessions and interviews with emerging Italian musicians, specifically Jennifer Gentle, Eugenia Post Meridiem, Giungla, Bee Bee Sea, Black Snake Moan and Sunday Morning.

Internationally renowned artists, who represent a wide variety of musical genres, from rock to blues and from folk to post-punk, as well as many different forms of musical expression, the artists united by their decision to sing in English.





Redline Magazine

Express the change













The six episodes of the Scrambler Ducati Live web series are available on the Scrambler Ducati YT channel and in the Media Box on the scramblerducati.com website, a multimedia space featuring all the video and music content from the "Land of Joy".





OPENED IN 2019, **DUCATI WORLD IS THE WORLD'S FIRST AMUSEMENT PARK THEMED AREA DEDICATED TO A MOTORCYCLE BRAND**. THE AREA GUARANTEES AN ALL-ROUND EXPERIENCE NOT ONLY TO GUESTS WHO ARE WILLING TO SHARE THEIR VERY SPECIAL PASSION BUT ALSO TO ABSOLUTE BEGINNERS.

DESMO RACE
THE ROLLER COASTER

FOOD & BEVERAGE

1 GLOBALLY UNIQUE CIRCUIT

3 NEW EATERIES

**FOR THE LITTLE ONES** 

MERCHANDISING

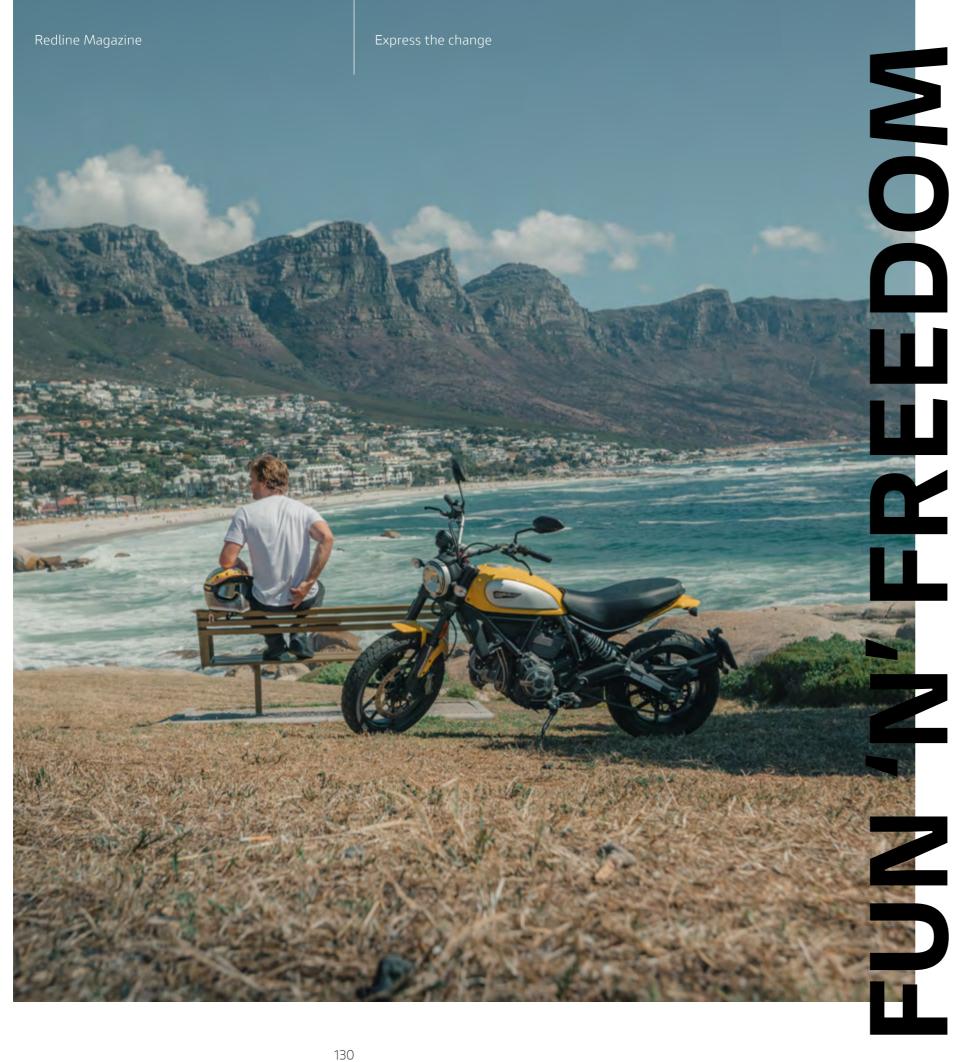
3 AMAZING RIDES

1 DUCATI SHOP

#### **DUCATI AREA EXPERIENCE**

AN AREA WITH STATE-OF-THE-ART SIMULATORS THAT ALLOW VISITORS TO BE FULLY IMMERSED IN THE WORLD OF TWO WHEELS AND FEEL THE EUPHORIA OF SPEED, IN AN EXPERIENCE THAT BORDERS ON THE LIMITS OF REALITY.

ducatiworld.mirabilandia.it



### Surf shack: the new wave of surfing style

It little matters whether you've tried it or not. The word alone, surfing, is enough to evoke an extreme sense of freedom and fun. Transporting the mind to a world where it's always summer, where the days begin with waves at dawn and draw to end with a bonfire on the beach. This, because as well as a sport - not to mention an art, if we consider the incredible moves of its most accomplished performers - surfing is also, and above all, a lifestyle.

This was already true two hundred years ago, when the Polynesian people surfed as a way of coming into contact with mother nature. The boards, beaches and people practicing it may have changed, but the essence of surfing is just as it was two centuries ago. A deep connection with the ocean. A profound respect for nature and its seasons. Characteristics that have made it a true cultural phenomenon, inspiring film, fashion, music and now architecture.





Redline Magazine

A surfer's life on dry land revolves around the famous Surf Shacks, or cabins in which they spend time when they're not riding the waves. Traditionally constructed in wood and often hand-built by the users themselves, the Surf Shack is a refuge in which to rest, store surfboards and equipment, and perhaps enjoy a cold beer with fellow surfers.

Usually located on the beach with a direct view of the ocean, Surf Shacks are symbolic of those who have opted for a lifestyle centred exclusively around the sea and a respect for nature. And this is why an increasing number of people are inspired by the Surf Shack as they design or furnish their own homes and adopt the surfer lifestyle, albeit far from the beach.

Just like surfing, to which it owes its existence, the Surf Shack has now transformed into a style. A distinct architectonic style, which stands out for the simplicity of its spaces and the intimate connection that these have with their geographical surroundings.

In this sense, you don't need the sea to live in a Surf Shack. It might be an out-of-town lodge or a cabin on the edge of a park...
But essentially, anywhere you settle with the intention of adapting your days to the rhythms of nature becomes a place in which you can live according to the principles of the surfer lifestyle.

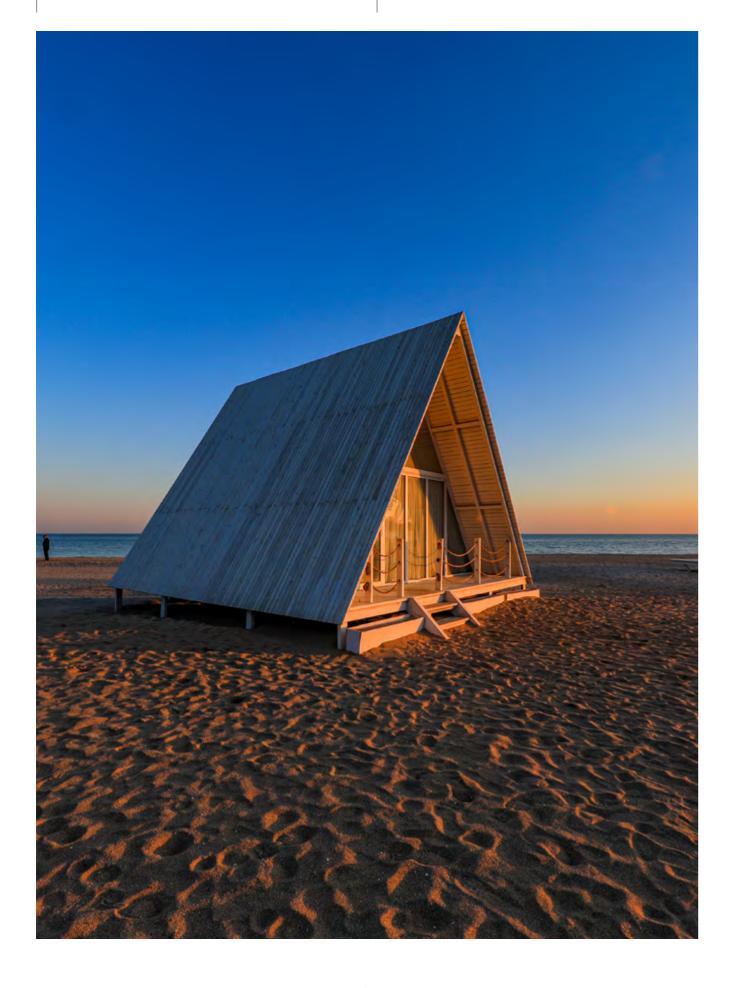
And just as in a real Surf Shack, the simplicity of spaces allows the personality of the inhabitants to shine through. Record collections, books, photos and works of art – a Surf Shack blends simplicity with creativity, the uniqueness of the place becoming as one with those who live there.

# **JEART**









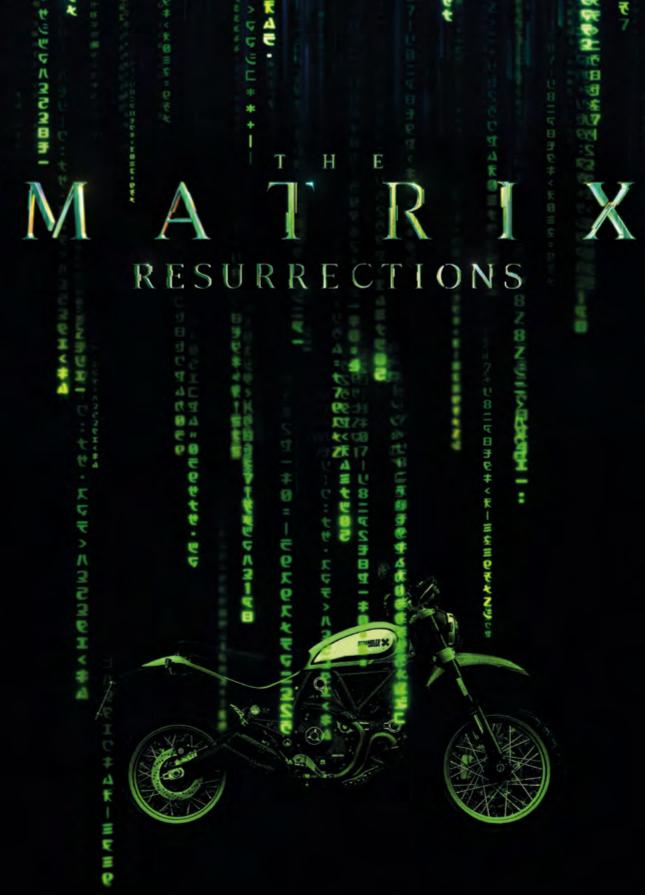


# Scrambler enters the Matrix

Continuing a tradition that began in 2003, when a Ducati featured in spectacular scenes in the original Matrix trilogy, Scrambler Ducati now takes up the high-octane mantle with a modified bike that will appear as part of the mindbending scenography in Matrix Resurrections.

Distributed by Warner Bros., this fourth chapter of the cult saga by the Wachowski brothers once again features the acting talents of Keanu Reeves and Carrie-Anne Moss, who resume the iconic roles of Neo and Trinity. How could we forget the latter, dressed in black leather and latex, as she rode the Ducati 996, the Keymaker hanging on behind her, in one of Hollywood's most famous motorcycle chase scenes? This time, the escape vehicle takes the form of a Scrambler 1100 PRO, suitably modified to fit scene

requirements. Following on from Eddie Brock and his alter ego Venom, who rode the Full Throttle and the 1100 Special in the famous Marvel Comics film, the Scrambler now enters the Matrix, bringing its iconic style and the rumble of its twin back to the big screen.







RE-ENTER THE MATRIX 12.22.21







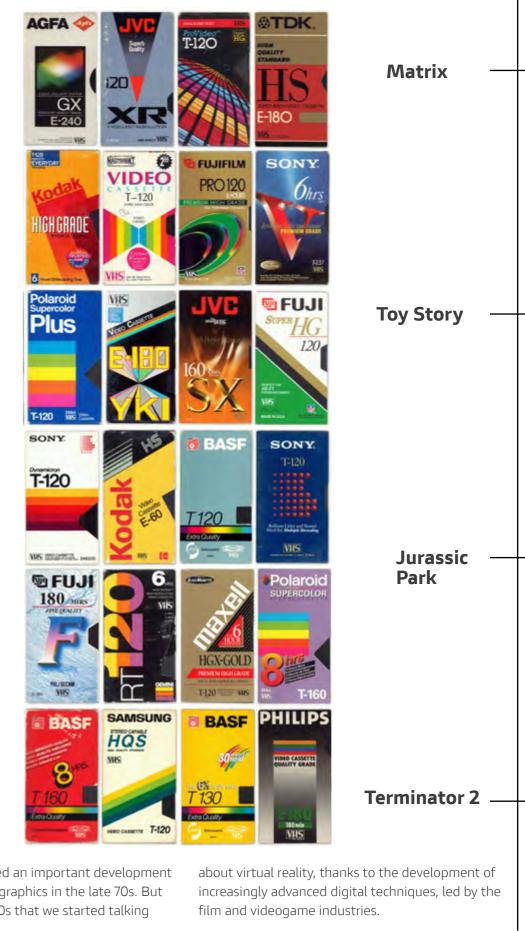


The special-effect 90s Redline Magazine Express the change

# The special-effect 90s

With cyborgs that took on liquid form and dinosaurs that moved with incredible realism, the movie metaverse had arrived... It was the early 90s and cinemas were all about films like Terminator 2: Judgment Day, Jurassic Park, and Toy Story. Audiences were left open-mouthed as they saw things they never could have imagined. That's the beauty of CGI, or computer-generated imagery, a computer graphics technique that triggered a revolution in terms of special effects and saw cinema enter the digital era.

The advent of computergenerated imagery brought a level of control and creative freedom that had never been seen before.



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1999

1996

1995

1991

We had already witnessed an important development in the field of computer graphics in the late 70s. But it was only in the early 90s that we started talking

Redline Magazine Express the change The special-effect 90s

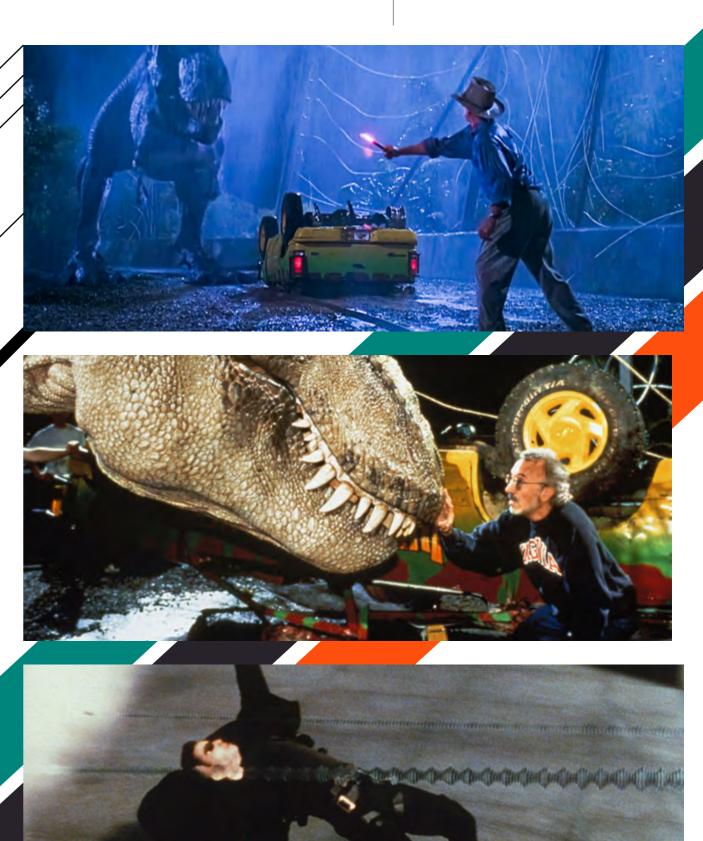
Early, pioneering applications of computer graphics can be traced back to the wonderful 80s, with textured 3D models used in films like Labyrinth and Tron. But it was director James Cameron and the Industrial Light and Magic studio that really moved things forward in 1991 with the legendary T-1000, the dreaded multiform android that was the star of Terminator 2. This was the first film character to owe its existence to CGI, marking a technological turning point that would forever change the relationship between reality and fiction.

Scenes that we could previously only have imagined became possible with CGI. Seeing dinosaurs running across a meadow, side by side with the human beings (Jurassic Park, 1995). Or computer-generated toys with such a level of detail that they seemed like real people (Toy Story, 1996). It was even possible to stop time, as we moved three-dimensionally within an instant (Matrix, 1999). These were the first forays into a digital dimension that would become increasingly real. Early expressions of a world that is still to achieve its full potential.

# WHENTHE DIGITAL BECOMES REALITY



Thanks to CGI, green screens are replaced by virtual backgrounds or digitally created material.



## When rallies write history



The golden age of the Dakar returns with the special DesertX Capsule Collection

It is known as 21-18, like the size of the wheels on this bike, born amidst the desert sand and rocks. The collection stands out for the colour white because, with none of the technical fabrics that are available now, riders in the 90s would wear light colours to protect against the heat.



The 21-18 collection has been entirely designed by the Centro Stile Ducati. Clean and simple at first glance, all sharp cuts and soft lines, a closer look at the garments in the Capsule Collection reveals their true

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nature as technical garments, created with select materials and well-crafted right down to the finest detail.

Strong identity, extreme functionality.

The jacket is the perfect example.
The sleeves can be removed, allowing for greater freedom of movement during offroad riding.

The front pockets are large and inspired by the pouches used in the enduro world. The back pocket is asymmetric, for easy opening.



THE NEW SCRAMBLER URBAN MOTARD



17"

Spoked wheels

Diablo Rosso III Pirelli tyres 180 kg

**73 HP** 

Dry weight

Darting through the urban jungle and arriving at your appointment on time, racing towards the rolling hills to enjoy the city skyline, and then heading to the local court for a game of basketball with friends. Fast, bold, agile, and sporty, the new Scrambler Urban Motard offers an enjoyable and light-hearted city experience, the throttle always open.

The 17" front wheel with high mudguard, spoked wheels and dynamic graffiti-style graphics ensure the new Scrambler Urban Motard perfectly combines street art with the Supermoto world.

The new Scrambler Urban Motard is powered by the timeless 800 cc air-cooled Ducati twin, fun, instinctive and easy to manage. Complete with desmodromic timing, it delivers 73 HP of power at 8250 rpm and 6.7 kgm of torque at 5750 rpm, for stellar performance that guarantees real agility in city traffic and the utmost enjoyment on winding country roads.

The flat seat and side number holders accentuate the supermoto spirit and integrate perfectly with the typical Scrambler Ducati design. The Urban Motard also retains the characteristic Scrambler 800 electronics package, not least the front headlight with DRL, four half-moons with every Scrambler immediately stands out, even in the day. Then there is the electronic safety equipment with cornering ABS, essential in unpredictable situations, and a set-up that allows use of the Ducati Multimedia System, with which a smartphone can be connected to the bike. Essentially, a Scrambler built to ensure fun and that elevates the urban spirit of the Land of Joy to the nth degree.





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