DUCATI

The Redline Magazine

1|2023

DUCATI CORSE
World champions

BARCELONA
The next/gen gateway

MULTISTRADA V4 RALLY
Unlock Earth:
boundless Kenya

The magical year.

Redline Magazine

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PASSION

Ducati Redline Magazine 1|2023

Energy in all its forms.

You can produce it and transform it. You can share it and collect it. Energy is what makes everything possible. Like a primordial force, it knows no limits or obstacles and, once released, can never be stopped.

Flash – Energy that provokes.
It all begins with a spark. Just as it ignites creativity in a metropolis symbolic of the new generations, it also unleashes undying sports passion and designs the future of an iconic bike with new colours and new meaning.

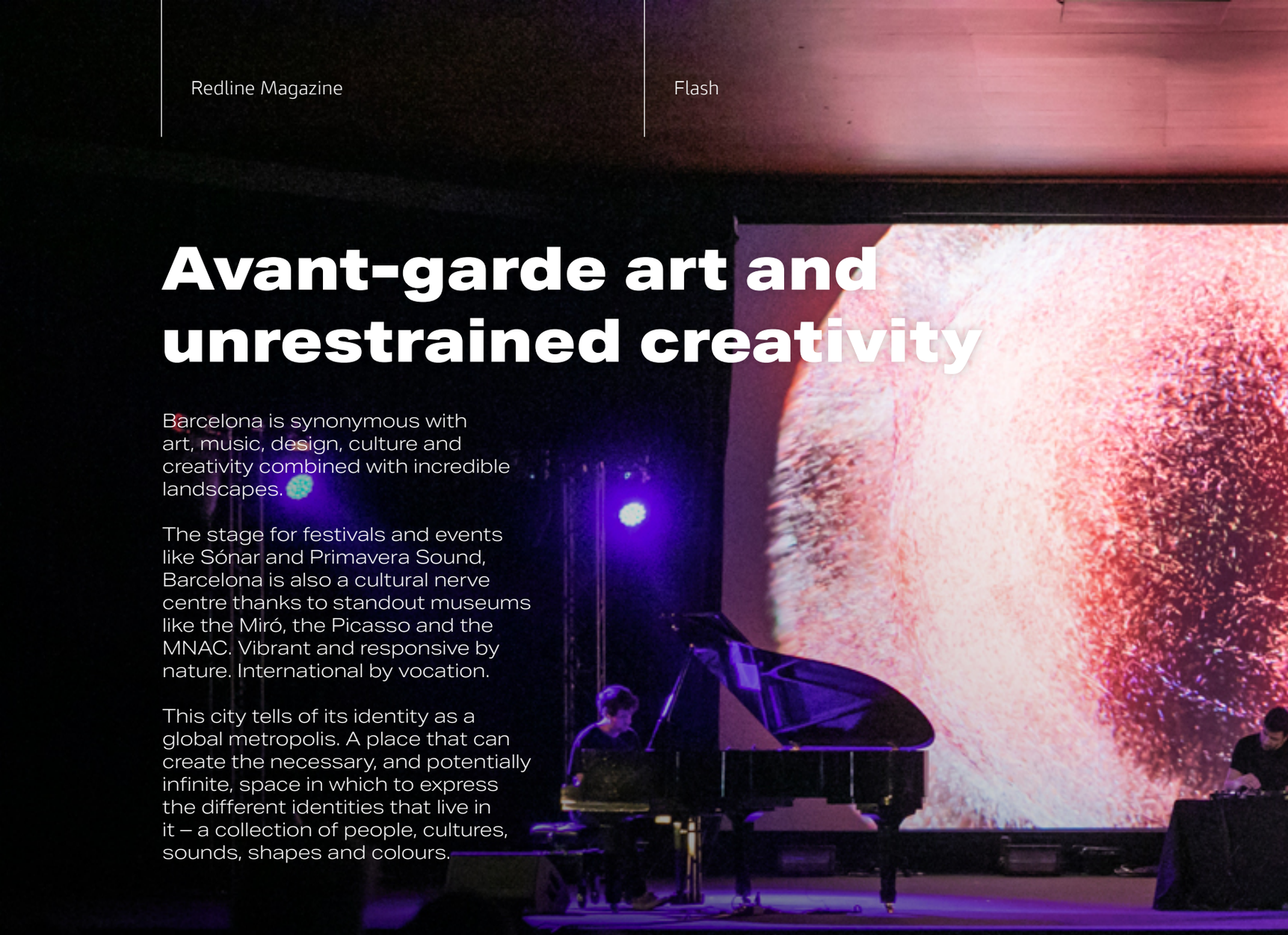
Impulse – Energy that transforms.
Once in circulation, energy spreads and carves new paths. These might be cutting-edge, like that of the Ducati MotoE project, or involve the exploration of unspoiled lands, in the saddle of the Multistrada V4 Rally.

Power – Energy that triumphs.
Having reached its peak, energy converts all its potential into reality. It is pure winning energy that led Ducati Corse to its most successful ever year, an unforgettable year to relive through the words of its protagonists.

Passion – Energy that unites.
World Ducati Week and We Ride As One are events that were created to unite and celebrate Ducatisti from all over the world. An unstoppable flow of enthusiasm and passion that runs from Italy to the USA, and from Asia all the way to Australia.

Barcelona THE NEXT/GEN GATEWAY

BUS STOP
BUS STOP
BUS STOP



Avant-garde art and unrestrained creativity

Barcelona is synonymous with art, music, design, culture and creativity combined with incredible landscapes.

The stage for festivals and events like Sónar and Primavera Sound, Barcelona is also a cultural nerve centre thanks to standout museums like the Miró, the Picasso and the MNAC. Vibrant and responsive by nature. International by vocation.

This city tells of its identity as a global metropolis. A place that can create the necessary, and potentially infinite, space in which to express the different identities that live in it – a collection of people, cultures, sounds, shapes and colours.

The place to be

At the same time, Barcelona is also the ideal place for new generations, by virtue of the very opportunities it offers. In fact, as well as being a lively, pulsating place in which to live, Barcelona is also one of Europe's most important smart cities. With its 22@ innovation district, located in the Sant Martí area, and one of the most extensive free and open access Wi-Fi networks in Europe, Barcelona is considered the 5G hub of central Europe.

One more reason why young people from all over the world choose to call it home, for at least a time in their lives. According to a 2021 report issued by the Municipality of Barcelona, out of a population of roughly 1.6 million, the number of residents born abroad constitutes more than 22%.
Barcelona is a city that embraces change and is in continual transformation. The ideal place for future generations.

NEXT
GEN

Let’s evolve in Barça!

@ Sónar Festival

Due to its experimental, shifting nature, the festival perfectly embodies contemporary culture, in all its forms. Sónar does not just present the latest electronic music trends, but also a series of collateral events that include digital art shows, installations, exhibitions, meetings and presentations in hybrid format. All characterised by a significant audio-visual component.

“Evolve” is the perfect word. Because Barcelona is in constant flux, probably another reason why it has been chosen as the base for the Sónar Festival every year since 1994. Sónar, more formally known as the Festival Internacional de Música Avanzada y Arte Multimedia, is considered one of the most important European shows dedicated to avant-garde electronic music, as well as a stage for experimental digital arts.

Three days of music, art and technology

Usually held in summer, the event is divided into Sónar by Day and Sónar by Night. Within the context of Sónar by Day, which is held at the Centre de Cultura Contemporània de Barcelona (CCCB) and the Museu d'Art Contemporani de Barcelona (MACBA), is an area known as Sónar+D that is exclusively dedicated to creativity and technological innovation, particularly in the artistic field.
Sónar by Day involves a wide variety of experiences from concerts to installations, exhibitions and immersive experiences with the use of technological aids.

Multisensory spaces

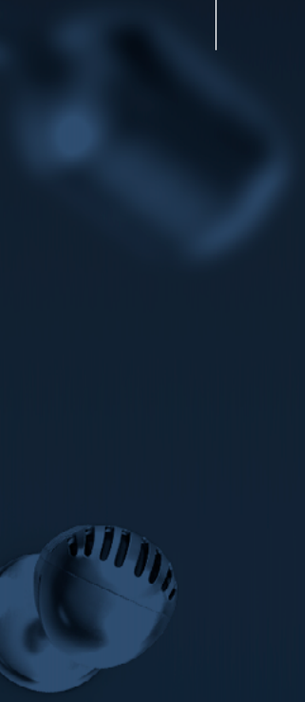
NFTs, installations and Virtual Realities.

Building on the events of Sónar by Day, the 2022 edition of the festival proposed SonarMática by Tezos, a gallery-style space for the exhibition of digital artworks.

Curated by Sónar and based on the Tezos blockchain, the format involved audio-visual installations, a selection of virtual reality experiences, and a made to measure NFT exhibition space.

One of the project's objectives was to highlight the potential of NFTs. Firstly, as a new form of expression on the contemporary art landscape. Secondly, as a technology that can simplify contact between the artists and collectors or cultural institutions, with the guarantee that the intellectual property of the artistic work is correctly and universally recognised. The exhibition experience was designed to be totally immersive and interactive, with low-lit pathways and the support of digital technologies such as VR visors.

The digital artists invited to take part are important names from all over the world. Along the exhibition pathway, their works sought to interpret particular current themes, such as ecology and the climate crisis, while correlating these with the current trend that has society moving towards a world that is increasingly technologically advanced.



Press Fast Forward >>

Sometimes, in order to rewrite history, you need to press Fast Forward. And this is exactly what the new generation Scrambler Ducati does, retaining its iconic, recognizable design but with a more contemporary, irreverent twist.

Let’s get personal

Never has customisation been as important as it is today. This is why the second-generation Scrambler is designed specifically for those who crave freedom and want to share their own personal style and way of being with others.

As well as the standard yellow, red and black colour schemes, each model can be configured with six different colour kits. All the superstructures can then be switched with other colours.

Design, technology, lifestyle

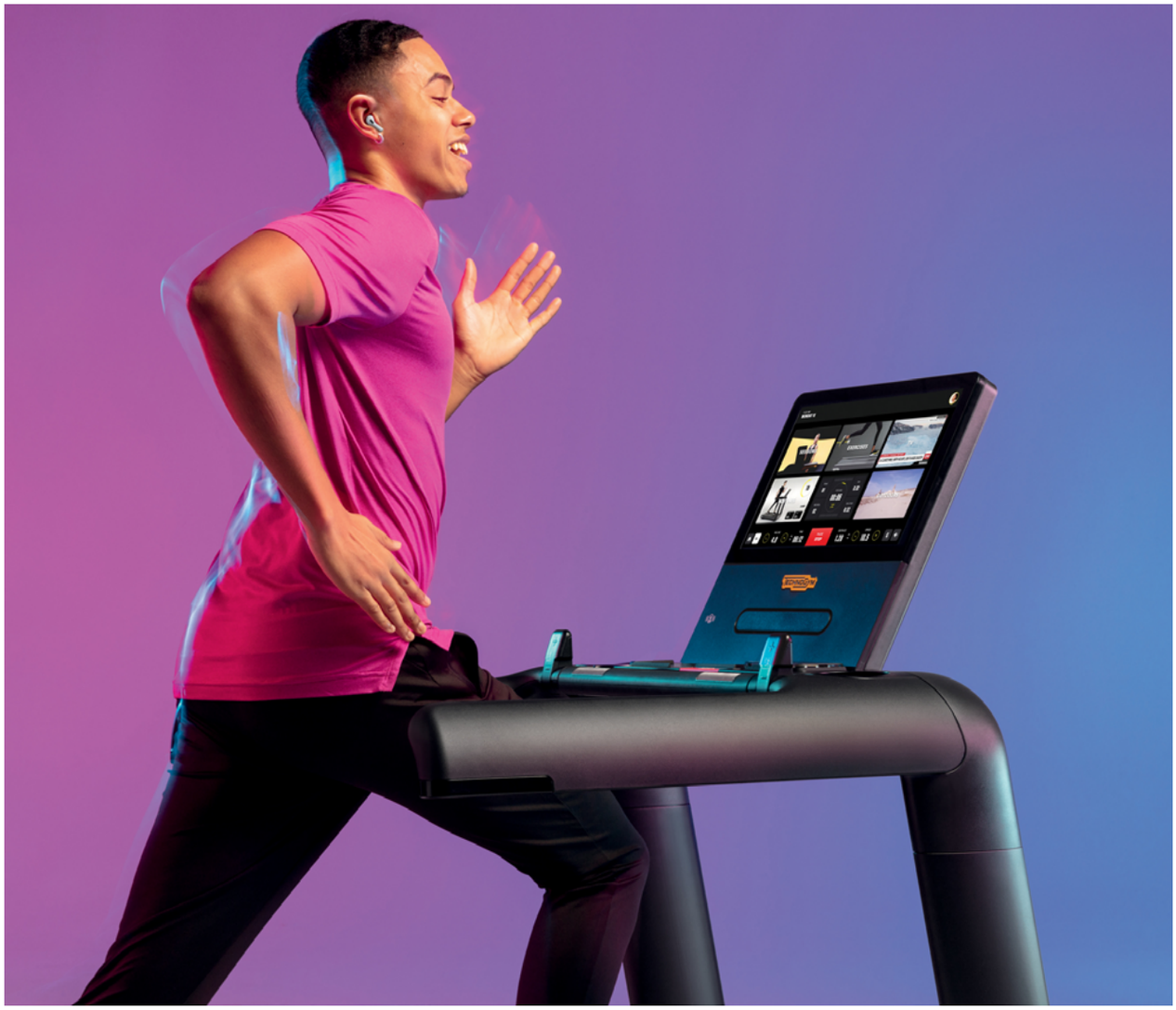
An attitude that combines lifestyle with the very latest technology, thanks to a sophisticated electronics package that incorporates the Riding Mode strategies, Cornering ABS and traction control, and a full LED lighting system.

DO IT LIKE A PRO

TECHNOLOGICAL INNOVATION IN SPORT

Welcome to the era of connected Wellness

Thanks to smartphones, wearables and increasingly small-scale, smart equipment, measuring performance and monitoring goals is now within everyone's reach. And there is no need to point out how important it is to receive prompt and accurate feedback on our performance. If there is one thing that all athletes experience, professionals and amateurs alike, it is that propulsive energy released when a goal is achieved. All of this was immediately clear to Technogym, a company conceived to combine "technology" and "sport", the two greatest passions of its founder Nerio Alessandri. Located in the heart of Emilia-Romagna's Fitness Valley, in Cesena, the company's history is "a tale of perseverance and faith in innovation", two elements that, from 1983 to today, have seen it become a leader in the field of sport-applied technology.

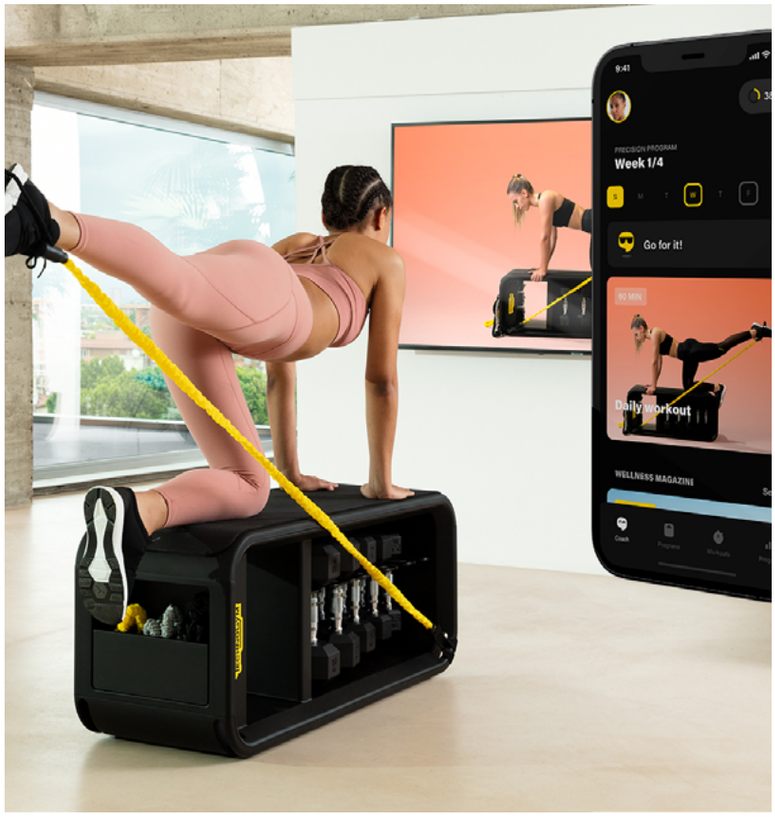


Connected. Augmented.

For those who practice it, irrespective of level, sport and fitness are much more than simple physical activities. They offer mental and physical wellbeing, enjoyment and personalisation. They offer moments and spaces in which to express and exercise one's identity. Knowing this, Technogym has always paid special attention to its R&D activities, launched at the start of the century with the aim of heightening the connection between people and technology. Today's state-of-the-art Technogym technology is called Technogym Live, a platform that offers users the opportunity to access multimedia content while training, both in the dedicated app and via the console of the specific piece of equipment.

It's about the Future-forward Wellness, customised and with no one distinct formula.

The content is highly customised, based both on a user's specific goals and the surrounding environment. Thanks to artificial intelligence, the app is even able to modify the training pathway based on the equipment available at a specific time and place.



Like real athletes

The tracking aspect is a fundamental part of connected fitness. Being able to keep track of one's performance and goals is a dynamic that plays an increasingly important role in our lives. This trend has seen a growing number of non-professional sportspersons wanting more, from themselves and from the technology. And the Technogym observatory confirms the same thing... People today seek results.

"Once it works, it's obsolete."

Nerio Alessandri
Technogym CEO & Founder

Product innovation is such a crucial part of the Technogym world that one of the cornerstones of its business philosophy is: "Once it works, it means it's already obsolete". An extreme concept perhaps, but one with clear meaning, in that once a project achieves its full potential, it is already time to change pace. And move forward.

The European basketball capitals

HOOP CITIES

Produced by NBA Europe and Middle East, Hoop Cities is a docuseries comprising eight episodes that delve into the soul of the local culture, history and basketball communities in the European cities of Belgrade, Bologna, Cologne and Leverkusen, Istanbul, Kaunas, Paris, Seville and Thessaloniki. At times very intimate, the story tells of a Bologna that is undeniably international and, in terms of basketball, much closer to the American cities than one might think.

ega fredo
ZANETTI

The direct link between Bologna and the NBA

Various personalities and events have shaped the destiny of the Emilian capital, closely tying it to the American basketball league.

The eighth episode of the docuseries Hoop Cities focuses precisely on this, with the contributions of some of the sport's icons, including Ettore Messina, former Virtus trainer and former assistant trainer to the San Antonio Spurs, former Fortitudo player Gianluca Basile, and even Marco Belinelli, the only Italian player to have won an NBA title.

Interwoven into this are the tales of other figures who have played a decisive role in the evolution of Bolognese basketball. That of historic Bolognese restaurateur and diehard Fortitudo fan Filippo Venturi for example, or former Virtus women's player Rae Lin D'Alie, or Simone Motola, President of the A.S.D. Basket Giardini Margherita and organiser of the "Playground Giardini Margherita" tournament.

In one way or another, all these individuals have forged a path both on and off the court, inevitably shaping the destiny of Bologna, Basket City.

Bologna is not "only" at the heart of Motor Valley but is also a European basketball capital, so it comes as no surprise that the Hoop Cities episode dedicated to Bologna acknowledges its status as a Basket City.

BASKET CITY

Rivalry under the same roof

Bologna is not exactly a metropolis, in fact it has only about 400,000 inhabitants. But despite this, it is the only city to have two rival basketball teams both famous enough to have a huge fan following.

During the 42-minute episode of Hoop Cities Bologna, different examples are provided in an attempt to describe the power and tension generated by such an historic rivalry like that of Virtus and Fortitudo. A rivalry that, in other countries, is only found between teams that are based miles and miles apart, or even a long flight away from each other. But here we are in the same home. Under the same roof.

The Playground culture

In Bologna, summer begins with the Playground.

The historic “Playground Giardini Margherita” tournament, now known as the “Walter Bussolari Playground”, has run since 1990 and takes place each year in Bologna’s central park. The event begins in the last weeks of June and lasts a month, while the teams that take part are made up of players from the local area.

Andrea Tassinari, MVP of the 2021 edition, considers the “Gardens” tournament to be the thing that most closely connects the Bolognese and US game cultures, also in terms of the regulations the tournament adopts, with the three-point line at NBA distance for example.

This important tournament came into being forty years ago. Even players from Italy's 'serie A' have taken part in the various editions, a factor that has seen the competition reach a very high level and become the most famous tournament in the country.

"Probably the most famous in Europe, after that of Paris" - Simone Motola in the Hoop Cities docuseries.

The Playground in Giardini Margherita is steeped in history and is the subject of countless tales from those who, more or less recently, have been involved in the organisation of this highly anticipated summer event.

And this is why, during the fortieth edition of 2022, the Baraccano exhibition room in Bologna housed a temporary show dedicated to the tournament, telling the story by way of photos, historic shirts, cups and images of the crowd. All mementoes that make up the history of this tournament, which began "on the playground" only to become a real institution for the city.

Forty years of history, passion and love for the sport of basketball have made the Bolognese Playground culture what it is today.

A NEW ERA BEGINS

Its arrival in the FIM Enel MotoE™ World Cup gives Ducati the opportunity to develop skills and technological innovation in a brand-new field. The result is a bike that has little in common with the zero emission models seen in the racing world to date. The MotoGP of electric bikes.

From a blank page

Experimental to the nth degree. This is the Ducati MotoE project. No precedent from which to start, no guidelines, no pre-set goals. Just the classic blank page, and a desire to venture into pastures new, the world of electric mobility, at the highest possible level. A unique technological and engineering challenge that begins with racing, as is often the case for Ducati, as it sets out to write what may well constitute the future.

The first electric Ducati makes an immediate impact. The sleek and sporty lines. The Panigale-style front end. The dark grey livery with Ducati Red inserts. It is impossible not to recognise the DNA. But it is beneath the fairings (built strictly from the lightest possible materials) that this bike reveals its true identity. A unique vehicle that adopts unprecedented technical solutions, starting with the key elements of an electric bike, or rather the battery pack, motor and inverter.

A bike like never before

Most of today's electric bike projects acquire these elements on the market and then incorporate them during the development phase. But the Ducati MotoE project required a totally different approach. The battery, which is the most limiting element in terms of mass and bulk, is the best example. Designed by Ducati technicians, it has been given an irregular shape in order to adapt to the natural volumes of a bike and become an integral part of the chassis. A technical solution inspired by the Panigale V4, which exploits the Desmosedici Stradale engine as a load-bearing element. But like the battery, every other element of the bike was also designed in-house, in order to optimise space and function.

For Ducati Corse, the work focused on designing the electronics, the electric vehicle's control and management strategies, simulating the bike's dynamics and aerodynamics, and, lastly, the assembly processes, track tests and data acquisition.

"The goal was to design a Ducati race bike, in every way."

Andrea Amato,
Chief Motorcycle Designer Ducati

This approach allowed the team to tap into the combined know-how of Ducati Corse and Ducati Motor, which have worked in synergy on this project like never before. The Ducati Style Centre took care of the design and livery, while the Ducati R&D department was responsible for Project Management activities, as well as the electric powertrain design and simulations. The work of Ducati Corse focused on designing the electronics, the electric vehicle's control and management strategies, simulating the bike's dynamics and aerodynamics and, lastly, the assembly processes, track tests and data acquisition.

The end result is a bike that does not just respect, but actually exceeds the performance objectives set out by Dorna as part of the agreement to supply the FIM Enel MotoE™ World Cup. In addition, it promises to put on a show both on track and in the Ducati R&D labs, where the development team will continue to evolve the project. The aim? To achieve, just as soon as the technology permits, an electric Ducati that is sporty, lightweight and high-performance, and capable of satisfying every enthusiast.

"The entire work group fell in love with the project"

Roberto Canè,
Ducati eMobility Director

V21L: evolution in a prototype

01. BATTERY

Weighing 110 kg, it offers 18 kWh of capacity with a 20 kW charging socket integrated into the tail. Inside, there is room for 1152 cylindrical “21700”-type cells. It can be charged almost at the same time as it returns to the pits and needs just 45 minutes to reach 80% range.

02. CHASSIS

The monocoque Front Frame is in aluminium and weighs 3.7 kg, while the rear end comprises a 4.8 kg aluminium swingarm with geometry very similar to that of the Ducati Desmosedici.

03. POWERTRAIN

The maximum power and torque values are 110 kW (150 hp) and 140 Nm respectively. The inverter, weighing just 5 kg, is a unit derived from a high-performance model used in electric car racing.

04. COOLING

The prototype components are cooled with a dual-circuit liquid system, designed to respond to the different thermal needs of the battery pack and motor/inverter set.

Kerb weight
225 kg

Wheelbase
1471 mm

Top speed
275 km/h

Ready to race

The 2023 FIM Enel MotoE™ World Cup has officially begun on 13 May with the French GP at Le Mans. Subsequent rounds play out at Mugello (10 June), Sachsenring (17 June) and Assen (24 June). After the summer break, the MotoE Ducatis will be back on track at Silverstone on 5 August, before heading into the final rounds at the Red Bull Ring (19 August), Catalunya (2 September) and Misano (9 September).

THE UNEXPECTED FORMULA

DUCATI STREETFIGHTER V4 LAMBORGHINI

STO

STO

TWO EXCEPTIONAL DRIVERS. ONE SPECIAL CHALLENGE.

The Ducati Streetfighter V4 Lamborghini project is representative of an almost magical understanding between Ducati and Lamborghini, two brands that share not only a homeland, but also some core values. Who better to illustrate this commonality than the two CEOs, having fun on track?

"Ducati. Lamborghini. Two Motor Valley brands that have a lot in common."

Claudio Domenicali – CEO of Ducati Motor Holding – Driving the Huracán STO

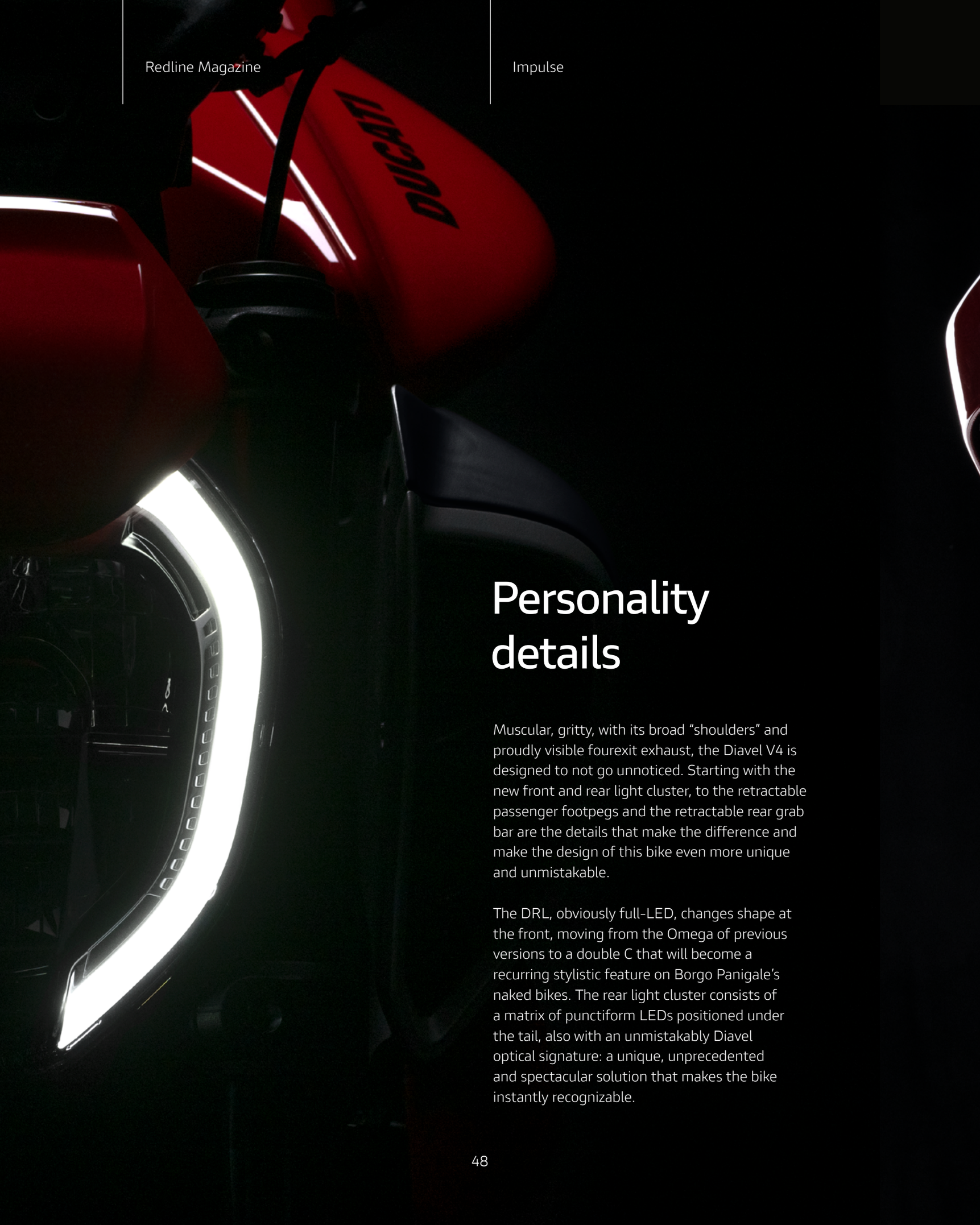
"The two companies share very similar DNA.
It all revolves around design and performance."

Stephan Winkelmann – Chairman & CEO – Riding the Streetfighter V4 Lamborghini

DARE TO BE BOLD

Muscular, sporty, exaggerated and elegant at the same time, able to magnetize attention in any context, Diavel V4 synthesizes seemingly distant technical, dynamic and stylistic features, such as those of sport nakeds and muscle cruisers.

The Diavel V4 draws inspiration from muscle cars, from the aesthetics of superheroes, and reproduces the images an athlete ready to sprint to the starting blocks, with broad shoulders giving way to a slim and tapered waistline with the classic sporty V-shaped tip.



Personality details

Muscular, gritty, with its broad “shoulders” and proudly visible fourexit exhaust, the Diavel V4 is designed to not go unnoticed. Starting with the new front and rear light cluster, to the retractable passenger footpegs and the retractable rear grab bar are the details that make the difference and make the design of this bike even more unique and unmistakable.

The DRL, obviously full-LED, changes shape at the front, moving from the Omega of previous versions to a double C that will become a recurring stylistic feature on Borgo Panigale’s naked bikes. The rear light cluster consists of a matrix of punctiform LEDs positioned under the tail, also with an unmistakably Diavel optical signature: a unique, unprecedented and spectacular solution that makes the bike instantly recognizable.

DUCATI

DUCATI
DVL
V4

The V4 Granturismo engine is the fulcrum around which everything revolves: performance, character and style. The exposed exhaust with the four-outlet muffler reminds us of the engine's 4-cylinder architecture and emphasizes all of it.

The engine has always been at the heart of the Diavel concept, and in this third generation it is confirmed as a distinctive element of both style and character and performance. The exhilarating performances of the V4 Granturismo engine are combined with surprising agility and dynamics for such a motorcycle.

Multistrada V4 Rally

UNLOCK EARTH: boundless Kenya

Discovering off-road Kenya

It's true that the most epic adventures begin in places we've never seen before. Sometimes this might mean pushing beyond the confines of the beaten path, and this is exactly what friends Andrea and Alessandro did.
Riding the Multistrada V4 Rally, they set off to discover off-road Kenya, connecting with nature in the purest and most powerful sense of the word.
Here, enduro enthusiast and test rider for Ducati, Andrea Rossi, tells his story after exploring Kenya, with its breath-taking scenery and unique settings, aboard the Multistrada V4 Rally.

What do you like most about Africa?

I must admit I'm a little in love with Africa. Being in direct contact with unspoiled nature and these landscapes, so real and authentic, is just an indescribable feeling.
We also wanted an experience that would allow us to feel like we can truly travel anywhere, beyond the confines of already explored destinations. In this sense, Africa is definitely the perfect frontier. A place where the temperatures, potential unforeseen events and routes to tackle can really put you to the test!

Would you suggest a motorcycle trip in Africa to others?

Yes, definitely, because the bike gives you that feeling of being up close and lets you really get inside the places and situations you encounter along the way. You're never behind glass; you're more exposed to it all. And this is what makes it all even more thrilling. It was incredible to be able to approach the animals, always with maximum respect of course.

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EV
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Travelling by bike allows you to come into close contact with the locals and connect with them more easily.
That's all down to the bike, which almost serves as a line of communication. During this last trip, for example, we got lost and asked a guy we met on the road for directions. He was also on a motorcycle, and not only did he show us the way, but he wanted to guide us to our destination at all costs. Despite the fact it was a long way to go.

What tips would you give a traveller who wants a safari riding experience like this?

When travelling by bike, you're always ready to set off again. But sometimes, to truly appreciate an experience, you need to stop for a moment and simply enjoy the spectacle of the moment.
For example, being able to observe lions, lionesses or elephants up close was crazy, a truly unique experience.

Did you feel well-equipped during the trip?

Let's just say that this bike is a tireless travel companion. It stands out for its versatility and reliability, which are ideal characteristics for this kind of trip.
And thanks to the Riding Modes, you always feel at ease, on any type of terrain. This peace of mind means you can enjoy the experience 100%, without missing even a minute of your adventure.
The 30-litre tank is essential when travelling in places where it's not always easy to refuel. Not having to stop often and being able to just carry on and enjoy the road is priceless!"

The new Multistrada V4 Rally is the ideal travel companion in any situation, as easy and intuitive in the urban jungle as it is on the most daring off-road routes. High-performance, sturdy and reliable, with its V4 Granturismo engine and extended service intervals, it will carry you wherever your sense of adventure dictates.

60,000 Km
before the valve clearance check

200 mm
the travel of the new Skyhook DSS EVO suspension

30 l
the capacity of the new tank

360°
the degree of safety thanks to radar technology

114 hp
in the new Enduro Power Mode for off-roading

E-XCITING TRAILS

The e-bike is becoming the most enjoyable and interesting way to experience the beauty of nature. There is nothing better than exploring new and varied landscapes, selecting the most suitable route and setting off on an adventure.

High-altitude, adrenaline-fuelled downhill excitement is the daily bread of mountain and e-biking enthusiasts. Far from the noise and traffic of the city, immersed in nature, bikers are attracted by the speed and sense of freedom that only cycling can offer.

Whether you seek a new challenge or are a lover of the outdoors, here are our top four E-xciting trails.

X-Line

Saalbach Hinterglemm

Austria

One of Europe's longest free ride routes, with more than 1000 metres of elevation, the X-line in Saalbach combines extraordinary views, trails and challenges, the mountains turning it into a true playground.

Descending towards the Saalbach forest, the trail offers a variety of terrain, from rocky "slopestyle" sections to dirt paths. Guaranteed fun for the professionals!

The Whole Enchilada

Moab - **USA**

Looking for an epic trail? The Whole Enchilada is just that! Not a Mexican dish, as its name might suggest, but 45 km of trails organised by cyclists in Moab, in the state of Utah.

Starting at an elevation of 3300 metres, it runs all the way to the Colorado River, at 1200 metres, going from alpine scenery to desert landscapes in the space of a few hours. With a 2100 metre elevation drop from start to finish, it poses a real challenge for riders from all over the world. To date, no one has managed to complete it in an uphill direction!

The Redwoods

Rotorua - **New Zealand**

Just a few minutes from the city of Rotorua, the Whakarewarewa forest is home to one of the country's oldest mountain bike routes.

With a network of 130 km paths, captivating views at every turn, thermal springs, breath-taking lakes and the imposing Mount Tarawera, The Redwoods is the most popular destination for MTB enthusiasts. What makes this trail so special and so appealing is its volcanic rock surface, which can be ridden even in the rain.

The Futa Pass

Tuscan-Emilian Apennines

Italy

The Futa Pass is a paradise for cyclists and hill-climb enthusiasts. Crossing the natural landscapes of the Tuscan-Emilian Apennines and several small towns, the path incorporates challenging hairpins and uphill sections.

All the effort is rewarded once at the top though, at an elevation of roughly 903 metres, with the natural beauty and tranquillity of the views.

AT E-RIDING SCHOOL

Stefano Migliorini reveals how riders can perfect their technique and fully exploit the potential of electric mountain bikes.

Introducing Stefano Migliorini, otherwise known as “Il Miglio”. A BMX and downhill legend, his sporting career spanned more than 30 years and brought both national and international titles and podiums. He is also the founder of Thok E-Bikes, a company that manufactures extremely high-performance e-bikes, and a promoter of the E-Academy, the e-mtb school open to anyone who wants to improve their riding technique. And this means he is ideally placed to offer us some e-mtb tips and tricks to perfect our skills!

Stefano, let’s start with the basics. What are three essential tips for mastering the e-mtb, both up and downhill?

Firstly, and this applies to all e-mtb riders, regardless of age and level, I want to say that you should never underestimate the safety aspect. Uphill you’re going to be tackling obstacles, and downhill you might reach speeds of 70 km/h. So, you must always wear a helmet and elbow and knee protectors.

That said, my first tip would definitely be to find the right bike setting, so make sure to set up the suspension and tyre pressure and adjust the brake lever and seat position. Expert e-bikers do this for themselves, but I’d advise anyone else to go to an experienced technician, because this really makes the difference. My second tip has to do with the motor. It’s important to know how it behaves when you’re riding so that you’re in synch. This takes time because it is something you come to understand ride by ride, but it’s also a lot of fun, especially uphill, where e-bikes reveal their true potential for fun. The third relates to seat height. Most e-bikes have a telescopic seat post that the biker can raise or lower. Uphill, this should be kept high so that your legs are more extended, which adds power to the pedal action and saves battery. Downhill, or through very technical sections, the seat should be lower, to facilitate movement on the bike.

What’s more important – knowing the route perfectly or being properly in synch with the bike?

Being in synch with the bike, no question. The bike can take you anywhere. Knowing your vehicle allows you to take on any route, whether up or downhill, in total safety and with the utmost enjoyment.

How easy is it to improve riding technique?

Refining your e-mtb riding technique is just as it is with a motorcycle – the more you improve, the more you want to improve. The difference is that you can do this anywhere and with less limitations. You have more freedom, as all you really need is a field where you can work on your technique, style and handling of the bike.

> “Like with a motorcycle, the more you improve, the more you want to improve.”

How important is the level of the bike with respect to rider technique?

They go hand in hand. Riders of a higher technical level will obviously be better able to identify the differences between different bikes and settings. The great thing about the e-bike is that it combines the physical component of the rider with the technology of the vehicle.

Are there any types of training that don't involve the bicycle but that are useful for riding an e-mtb?

Sure! There are techniques to prepare your reflexes and improve your reactions, as well as exercises to maintain muscle mass. They might not be as fun as actually riding the bike, but they are useful. I personally do a lot of bodyweight exercises and resistance training but essentially any exercises involving the hands, arms, legs and back are recommended.

For those who ride a motorcycle, are there riding techniques that can be useful on an e-mtb?

There are a lot of similarities between riding a motorcycle and riding an e-mtb. When I was competing in the World Cup, I'd do MX training twice a week, because although the vehicle is different, with different weights and dynamics, the approach to the obstacle is the same. And then there's the matter of sensation. The adrenaline of downhill riding, the desire to explore and the satisfaction of overcoming an obstacle are all emotions that motorcyclists know well, and that can definitely give you that added motivation to push beyond your limits when you're riding an e-mtb.

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Nick Selleck

PASSION KNOWS NO BOUNDS

Nick has been riding ever since he was little. Although his dreams of becoming a professional MX star never came to fruition, together with his wife and business partner Trudi Selleck, he was able to reinvent himself and develop an adventure touring business that sees him travel the world.

Nick, first things first, how did your passion for bikes come about?

The fact I'm such a bike enthusiast is all down to my dad! I grew up on a big farm in the area of Riverina, in south-east Australia, and I started riding with my dad when I was about five. He bought me my first bike when I was seven, a 50 cc mini Honda Z50J, with which I learnt to do jumps and wheelies. I have really great memories of that...
And then the bikes got gradually bigger, as did I, and once I left school my dad let me embark on the next motorcycle chapter - racing.
From the age of 18, I competed in some MX and enduro races, but it was Supermoto that I loved most and where I had the greatest success.

How did your company, Maschine, develop?

For many years, my wife and I managed a web and graphic design studio and had various clients in the motorcycling sector.
One day, a client asked us to organise some large-scale company events for him.

From there, Maschine went from organising two or three events year, alongside our main design studio business, to doing it full-time as of 2015.

What does the organisation of bike tours involve?

Ever heard the expression "herding cats"? Well, we use that phrase a lot in our office! Although arranging bike tours must sound like a dream job to many, it's far from simple. Some of our tours involve more than 100 riders and so there is lots to consider, such as identifying routes and road conditions that can suit various riding abilities, choosing places that can accommodate more than 100 people, mechanical support in the field, safety and first-aid, the weather or other environmental factors...

What advice would you give those heading off on a bike tour for the first time?

Wow! That's a tough question.
Technical off-roading ability is obviously important, but it's also good to try and gain some experience of mechanical repairs, first aid, navigation, etc. There's a lot to consider!
For starters, I'd sign up for an off-road training course to boost confidence and then... get out there and make the most of your bike.

This last ten-day stage crosses the far north of Queensland as far as Cape York, where the scenery is truly unique. Long distances, red earth, camping under the stars, tight and technical routes through the rainforest, beautiful coasts and crocodiles.
It's going to be an incredibly exciting adventure!

Of all your trips, which did you most enjoy?

It's like asking: "Who's your favourite child?" Fortunately, I only have one daughter! I'd say that the most memorable trip was in 2019, when we took a group of tourists across Germany, Austria, Italy, Croatia, Slovenia, and Bosnia and Herzegovina. We had a wonderful group of people, ate up the miles, partied and enjoyed unique experiences, like going on a bob run in Sarajevo and exploring an abandoned Yugoslav air base with hangars hidden in the side of a mountain.
That was an unforgettable tour!

For an Australian like you, how is it to travel through landscapes so different to what you might normally see, like Europe's mountain passes?

It leaves you speechless and is a very moving experience. Alpine passes like Stelvio Pass, Gavia Pass, Giau Pass or Gotthard Pass are just crazy to ride.
I've been lucky enough to cross many of the famous European mountain passes and both me and my wife promise each other that we'll spend at least a few months of our lives living in the Dolomites! We love it!

What's your next destination?

Our next Australian tour, Great Divide Ride - Stage 3, is the final stage in a series of three trips taking in the entire east coast of Australia, covering a total of more than 6000 km.

"Australia is so vast! Splitting this trip into three stages was the only way to devise a route feasible for a group of fifty people."

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New Collection

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INNOVATION
GENIUS
COURAGE
EXCITEMENT
PASSION
PURPOSE
TEAMPLAY

BAGNAIA | BAUTISTA | DUCATI

RIDER
WORLD CHAMPION

CONSTRUCTORS'
WORLD CHAMPION

TEAM
WORLD CHAMPION

RIDER
WORLD CHAMPION

CONSTRUCTORS'
WORLD CHAMPION

TEAM
WORLD CHAMPION

Ducati's most successful ever season was a masterpiece of ideas, vision, technology and organization that ultimately led a cohesive group to victory, the engineers and riders working in unison to overcome every challenge. We look back at this extraordinary season with the words of Pecco Bagnaia, Álvaro Bautista Arce and Gigi Dall'Igna.

PECCO BAGNAIA

MORE THAN ANYTHING

MOTUL MOTUL
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MOTUL MOTUL
Lenovo
63
PECCO
2022
CAMPIONI
DEL MONDO
DUCATI

When you're lying 91 points behind in the standings, only folly can keep you clinging on to the dream of a world title. Either that, or a stubborn belief in your work and that of the team. And that is how Pecco Bagnaia reopened a championship that looked to be over, bringing the title home to Borgo Panigale after a long fifteen-year wait.

"I never stopped believing"

Pecco, what does it mean to win a world championship? And what does it mean to win it with Ducati?

As an Italian, it's just everything. I've always been a huge Ducati fan too. To win with these colours was my dream ever since I was a child and, as I got older, this dream grew increasingly strong. It is an incredible feeling to have now achieved it, and makes up for all the sacrifices over the years.

Gigi Dall'Igna has said that you've always been a very fast rider but that, this year, you learned to win even when you were not the quickest. What changed?

To be honest, I see the practices as a time to test and experiment, while true potential becomes clear in the race. All year long, we would practice on very used tyres for example. This made us appear slower, but then things were very different in the race. But at Silverstone we really were in difficulty. On a personal level, it felt great to be able to make the difference in that race.

Was that the decisive moment?

It was there that I realised we could do it. We'd struggled over the weekend, and I started the race fifth. Finding myself back up front and able to win the race really spurred me on.

So much so that you made the most incredible comeback in the history of MotoGP. How were you able to do that?

We never gave up. At the start of the year, the bike wasn't working as we'd expected, and we found ourselves 91 points down. We could have given up, but I wanted anything other than another second place. So we put our heads down, worked really hard and were dynamite in the second part of the season. I never stopped believing in us, and to win despite the difficulties, at the final round of the season, was even better.

The Ducatisti had been waiting a long time for this victory. What was it like to celebrate with them?

They are always there for me. They're incredibly loyal to the brand and this sometimes means that they're also very critical. But it is for this reason that I see myself in them. I too am very attached to Ducati and am the first to criticise my own performance. I'm really pleased to have given them the joy of this victory. The scenes of celebration in Borgo Panigale gave me chills.

You and Ducati are now the ones to beat. What does this mean?

Racing as world champion, with the number one on the fairing, definitely feels different. But I'm not worried, quite the opposite in fact. In some ways, a weight was lifted off my shoulders at Valencia, so I've honestly never been so psyched up!

63
Lenovo
#PERFECTCOMB1NATION

MotoGP™ PREMI
AUTOGRILL
riello
Lenovo
FLEX-BOX

DUCATI
CORSE
Lenovo
FACTORY TEAM
MotoGP
2022
TEAM
WORLD CHAMPION

Álvaro Bautista Arce

IRRESISTIBLE

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DUCATI
CORSE

“When you win, the Ducatisti will carry you in their hearts forever”

Álvaro Bautista Arce’s season can be summed up in just one word: victorious. From Aragón to Australia, the Spanish rider and his Panigale V4 R left their rivals with nothing but crumbs. And while Ducati returns to WorldSBK power and passes the milestone of 1000 championship podiums, Bautista becomes the third rider in history to boast a world championship title in both MotoGP and Superbike.

How does it feel to win a world championship with Ducati?

Winning a world championship is always very special, because there can be no greater acknowledgement of your work and effort. It is truly a dream come true. But to win with Ducati is even more special, because the brand is unlike any other and there’s so much passion and love for the bike. When you win, you immediately realise that your success will never be forgotten, and you really feel like a part of history.

How is your relationship with the Ducatisti?

They are incredible. Every time I won, they would write to me, almost as if they had won the races themselves! They express their passion in a very intense way and are over the moon when you win and distraught when you lose. This is a real responsibility for a rider. But you know that when you win, they will carry you in their hearts forever.

You always set out to win. But at what moment did you realise that you could really secure the title?

I came to Ducati with greater awareness and more experience this year. As I rider, I felt in the best shape of my career, both mentally and physically. I knew that, with this bike and with this team, I’d be able to give my very best. Three years ago, I was strong, but to win a championship you need to be the smartest and not just the fastest.

That’s what Gigi Dall’Igna said, that in 2019 you didn’t just want to win but to win hands down, while this year he could see that you had the right mentality right from round one.

This year I was able to effectively manage every race, because I set myself the goal of always achieving the maximum possible in any situation. It was tough because our rivals were very strong and made few mistakes, but we made even less. Winning the title was a consequence of this approach.

You and Ducati are now the ones to beat. What does it mean to compete as world champion?

Nothing. Every time you start a championship the previous season no longer counts. Everyone starts with zero points.

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Lenovo
riello ups
DUCATI
SBK
SBK 2022

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LUIGI DALL'IGNA

INGENUITY AND PASSION

Ducati's most successful ever season is rooted in a bed of tireless improvement and inexorable innovation. Work that requires research, development, passion and creativity, managed in perfect Ducati style, as Ducati Corse General Manager, Gigi Dall'Igna, explains.

Lenovo
Lenovo

Success long in the making

The rules of sport dictate that every victory is associated with its moment of achievement. The cover of what was an extraordinary 2022 for Ducati Corse features the final MotoGP act at Valencia, which saw Pecco Bagnaia make the most incredible recovery in the history of MotoGP, and the Indonesian WorldSBK round, where Alvaro Bautista was crowned for his triumphant riding. But if 2022 will forever go down in the history of Ducati and in the hearts of the Ducatisti, this is also, and above all, down to what occurred in previous years. To a pathway that, prior to this season's 'full house', brought two consecutive Constructor's titles and a Team title in MotoGP, and a WorldSBK Constructor's title. Gradual but inexorable growth, driven by continuous research into technical and technological innovation by the entire Ducati Corse team, headed up by General Manager Gigi Dall'Igna.

Is it right to say that many explanations and many people lie behind this success?

It's right to say that, in 2022, we were able to consolidate what we had built over a period of several years. Since 2015, I'd say, because we laid the first brick that year with the Desmosedici GP15. An innovative bike, advanced not only in terms of its engine and totally different to the Ducatis that came before it. 2016 brought the first race wins, and in 2017 we battled for the title right to the end with Dovizioso. We've grown year on year and innovation after innovation, doing something that no-one has done before, or rather developing the sporting side along with the technical. Today, all the riders competing with a Ducati started their MotoGP careers on a Ducati. They have grown with us, and us with them.

How do you become a reference for the other manufacturers? By beating them, or by seeing things others fail to see?

Well, I would say that trailblazing is part of our DNA. We started to break the mould already in 2014 when we were the only factory team to embrace the Open project, with spec software in place of custom versions. And over the years we've been the team that has introduced the most significant innovations, from the holeshot device to wings created in a certain way, to the spoon and much more besides.

Some see a particular Made in Italy trait in all these innovative elements, and that's creativity.

At Ducati, we definitely have a flair that manufacturers in other countries, by nature, do not have. But the rules are also there to be interpreted. With creativity, you can find those solutions that take you to the limit permitted by the regulation, because the closer you get, the better you perform. We've done well to never exceed the limit in recent years. And, in fact, we've passed every check we've been subjected to without any problems.

DUCATI
CAMPIONI DEL MONDO
63
PECCO
MotoGP 2022
RIDER WORLD CHAMPION
MotoGP 2022
CONSTRUCTORS' WORLD CHAMPION
MotoGP 2022
TEAM WORLD CHAMPION
Lenovo
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NetApp
riello

MICHELIN
MICHELIN
Lenovo
Lenovo
UnipolSai
UnipolSai
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riello

DUCATI
LENOVO

Is having so many Ducatis on track today another consequence of this continuous innovation?

The satellite teams are free to go with any manufacturer they like. If they choose Ducati, it's because they know that, in addition to receiving a competitive bike, they will be an active part of a long-term development pathway. This too is the result of a specific, carefully considered strategy. Satellite teams are very important to us, not only from a financial standpoint, but also technically speaking, because they allow us to have more data and information to support development of the bike, and on the sporting side too, because with their help we can invest in young riders and understand their true potential.

Here too, Ducati appears to be going against the tide, with the decision to develop its riders 'in-house'.

We preferred not to go with riders who already had a history, but instead select young and talented riders that we can help develop. This was an easy decision in every sense. Firstly, because they're doing an amazing job. But also because the brand has come out stronger too. We have earned the trust of future riders who know that, at Ducati, they will find the ideal environment in which to improve and grow. Not all manufacturers can offer this kind of guarantee.

And what about the team? Ducati Corse appears to be a very close-knit group.

The team is the aspect that warrants the most attention, because the result is always down to the contribution of each and every person. Over the years, I've learned that victory only comes if people are happy. Also because winning a world championship is very complicated and, without mutual trust, it wouldn't be possible to achieve. You need to know the strengths and weaknesses of those around you, in order to maximise the former and minimise the latter.

"In recent years, no one has innovated like we have."

WORLD CHAMPION
DUCATI

BAUTISTA
2022
WORLD
CHAMPION
MOTUL
MOTUL
1
2022

Before scoring the recent titles there were some tough times. What were the most critical moments?

There will always be difficult moments, but the important thing is to never lose faith in yourselves. After all, you will always lose more than you win in life. In our case, having to face up to Marquez or Rea helped us to grow, pushing us to do more and better. Ending the relationship with Dovizioso was a particular moment. The decision was a mutual one, but it was nevertheless painful, emotionally speaking. We're still human after all, and we never forget that.

What were the turning points? When did you realise things were starting to go in the right direction?

In MotoGP the turning point came at Silverstone. Prior to that race, Pecco had always won because he was the quickest on track. But at Silverstone he wasn't the quickest. In the race, he demonstrated that determination, steeliness and ability to manage a race that can help a rider win in any situation. In Superbike, I immediately realised that it could be our year. I know Alvaro well, and his approach to the races last season was totally different to how it was in 2019. He was very careful about any contact or overtaking and meticulous in head-to-head battles. For the first time in his career, he wanted to win and not win hands down, and this is a subtle but very important difference.

They say it's hard to win but even harder to repeat a win. How do you maintain the buzz after a season like this?

Firstly, by enjoying our success, because victories should be celebrated. Before Christmas I told the team to watch the races back in order to really understand what we achieved. Now that we know how great it is to win, we want to keep doing it. It won't be easy, because the championship level is very high and there are many strong riders.

Any specific wish ahead of the new season?

I hope that everyone can express their full potential. There's a unique atmosphere right now, and this is thanks to our current riders who are fantastic and all extraordinarily sportsmanlike. And speaking as a sportsman, as opposed to Ducati Corse General Manager, I'm pleased and proud to work with people like this.

"Now we know how great it is to win, we want to keep doing it."

PANIGALE V4
2022 WORLD CHAMPION REPLICA

THE CHAMPIONS' BIKES

To celebrate an historic and unforgettable year, two special edition Panigale V4 bikes have been produced, inspired by the Desmosedici GP22 and Panigale V4 R of World Champions Francesco Bagnaia and Álvaro Bautista Arce.

Based on the Panigale V4 S, the two editions flaunt the liveries of the Francesco Bagnaia #63 and Álvaro Bautista Arce #19 bikes, as well as the rider's original autograph on the tank, protected by a layer of transparent paint. These numbered, limited editions celebrate not only the present but also the history of the Borgo Panigale manufacturer, with each edition made up of just 260 units, in honour of 1926, the year in which Ducati was founded.

And the bikes have proved an immediate hit. The limited editions sold out in a matter of hours, with many Ducatisti wanting to add both Panigale V4 2022 World Champion Replicas to their collection.

A RECORD SEASON IN FIGURES

MotoGP

Total podiums scored by Ducati in MotoGP, with six different riders.

32

Pole positions achieved in 2022, with seven different riders.

16

The season's race wins - 7 with Bagnaia, 4 with Bastianini, 1 with Miller.

12

WorldSBK

The total number of podiums, scored with three different riders.

38

Ducati is the first manufacturer to achieve the milestone of 1000 podiums in WorldSBK

1000

The number of constructor's titles won by Ducati in the WorldSBK championship, a record achievement.

18

New PIRELLI
DIABLO ROSSO™ IV CORSA.

INFERNAL GRIP.

Make a deal for amazing performance. Thanks to outstanding grip, you can express your riding skills to the fullest.

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DIABLO ROSSO™ IV CORSA

PIRELLI 150 YEARS

2023 SEASON

DREAM TEAMS

For the first time in history, the number one will stand out on the bikes of both Ducati Corse teams in the MotoGP and WorldSBK championships. They will be the ones to beat, but whether it is the Ducati Lenovo Team or team Aruba.it Racing, Ducati has no intention of interrupting its winning streak.

In MotoGP, World Champion Pecco Bagnaia will be flanked by Enea Bastianini, third in last year's championship with the Gresini Racing Ducati team. In Superbike, the winning combo of Álvaro Bautista and Michael Ruben Rinaldi is reconfirmed aboard the new Panigale V4 R.

THIS IS RACING

240.5 HP
16,500 RPM

The new Panigale V4 R adopts technological solutions seen only on the MotoGP and Superbike, for a production model that is closer to the race bikes than ever before.

A 16,500-rpm heart

The heart of the Panigale V4 R is the new 998 cc Desmosedici Stradale R, an engine able to achieve a maximum speed of 16,500 rpm in sixth gear (and 16,000 rpm in other gears).

Yet the full potential of this engine is only unleashed at the track, by fitting the racing exhaust, which sees it achieve 237 hp, an additional 3 hp with respect to its predecessor.

The new Desmosedici Stradale R is what makes the Panigale V4 R such a reference on the landscape of super sportbikes with similar displacement.

For the first time on a road-going engine, the pistons benefit from a DLC (Diamond Like Carbon) surface treatment that reduces friction between the piston and liner. Up until now, this solution was only seen in MotoGP and Formula 1.

Another revolutionary new feature is the “gun drilled” titanium connecting rods. Drilled longitudinally along the shaft, these rods allow the oil to travel from big end to small end, improving pin lubrication and reliability in extreme conditions.

Lastly, the new dry clutch, reduced in diameter and axial length, is roughly 800 grams lighter, reducing the moment of inertia and making the engine more responsive to a rider’s demand for torque.

DUCATI
V4R
DUCATI
V4R
DUCATI
V4R
DUCATI

DUCATI
CORSE

Electronic set-up of a Superbike

With everything from engine strategy updates to new dashboard interface graphics and new Engine Brake Control (EBC) EVO 2 software, the 2023 Panigale V4 R is now even faster and more usable on the racetrack.

The new “Track Evo” Info Mode

The dashboard graphics have been revised to ensure immediate visualisation of the information needed during track riding. As on the SBK bikes, an external LED now indicates a gear change, reducing response times and improving the quality of feedback provided to the rider.

Engine Brake Control EVO 2 Software

To improve stability, precision and directionality during braking and cornering, and to allow the rider to better identify the best electronic set-up for each circuit, this software features different gear-by-gear calibration according to each of the three selectable levels.

The new DQS strategy

This new strategy allows for smoother shifting at all speeds.

Every detail is conceived and designed to heighten the sense of the bike’s pure racing spirit.

BOSCH

The very charge the Dream Team needs

It's all go in the garage over a race weekend, with a busy track schedule, repetitive and meticulous jobs to do on the bike, and fast laps to set.

It takes a real charge of energy to take on the weekend at full power, from start to finish. The same charge that Bosch ProCORE18V Professional batteries offer at all times, never unprepared for the frenetic work pace of the mechanics.

The ProCORE18V batteries are complete with COOLPACK 2.0 technology, for greater heat dissipation to the outside and increased duration. With laser-welded copper connectors, these latest-generation cells ensure optimum electrical conduction.

The high technological standard, combined with the total interchangeability of the batteries in all 18 Volt tools, allows the team to work uninterruptedly and without stopping to recharge, even when using particularly energy-intensive tools. The work is facilitated by the fact that these powerful, ready to use batteries are always at hand.

The energy absorbed is returned in the form of significant power and torque for rapid screwing, setup and tightening, heating and cooling, and even the production of decibels via the four loudspeakers with integrated subwoofer that make up the GPB 18V-5 SC Professional workshop radio, appreciated not only by the mechanics but also the riders, as a way of reducing the tension. With its DAB+ compatibility, Bluetooth®, two USB ports and robust protection rollbar, it is extremely versatile and practical. And a 4.0 Ah ProCORE18V battery charge allows for more than 13 hours of uninterrupted music!

63
DUCATI
BOSCH
PowerBox
Subwoofer
BOSCH

DEAR WDW, WE'VE MISSED YOU.

The eleventh edition of World Ducati Week finally played out, bringing together Ducatisti and motorcycle fans from all over the world. 80,000 people flocked to the Misano World Circuit "Marco Simoncelli" paddock for three days of passion, fun and unforgettable experiences.

Four years had passed since the previous WDW, held prior to the pandemic, and it was amazing to be back together again. Truly close once more.

DUCATI

People who make the difference

Hailing from all over the world, the Ducatisti community is unique and invaluable to Ducati. Because it is this community of enthusiasts and their strong sense of belonging that guarantee the success of this important event. Our event.

Excitement, stories and adrenaline

It was the greatest World Ducati Week of all time, and one that left us with many indelible memories:

- The countless test rides and drives aboard Ducati, Audi and Lamborghini models.
- The many talks in the themed tents and exciting travel tales with special guests.
- The Lenovo Race of Champions, the undisputed main event at World Ducati Week.
- The traditional “Rustida”, the giant barbeque along the circuit’s main straight, which benefitted from a special recipe this year, brought by none other than Chef Riccardo Monco from the Michelin three-star restaurant Enoteca Pinchiorri.
- The incredible fireworks display to the sounds of Meduza, which left everyone speechless.
- The parade of Ducatisti, the biggest ever, that filled the circuit and saw a huge number of bikes travel the Riviera as far as Riccione.

DUCATI

DUCATI
DUCATI

ROGER DUBUIS
PIRELLI

E-WORLD
LET'S RIDE AS ONE
WDW2022
E-WORLD
LET'S RIDE AS ONE
Gran Turismo

80,000 Visitors over the three days

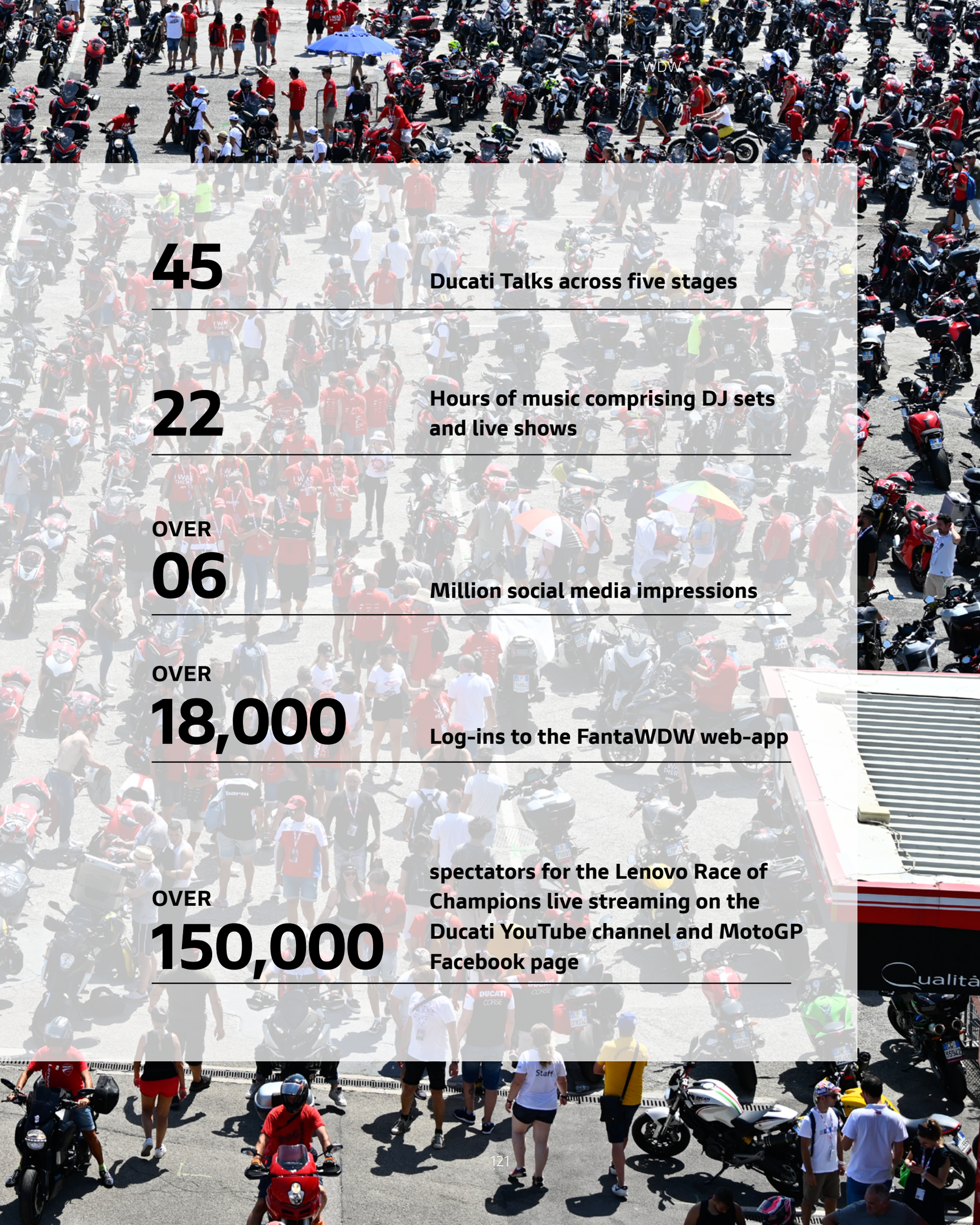
84 Countries represent

5,805 Laps of the track made

51,000 Photos taken

235 Official Ducati Clubs in attendance

1,244 Track, road, and off-road experiences



45

Ducati Talks across five stages

22

Hours of music comprising DJ sets and live shows

OVER
06

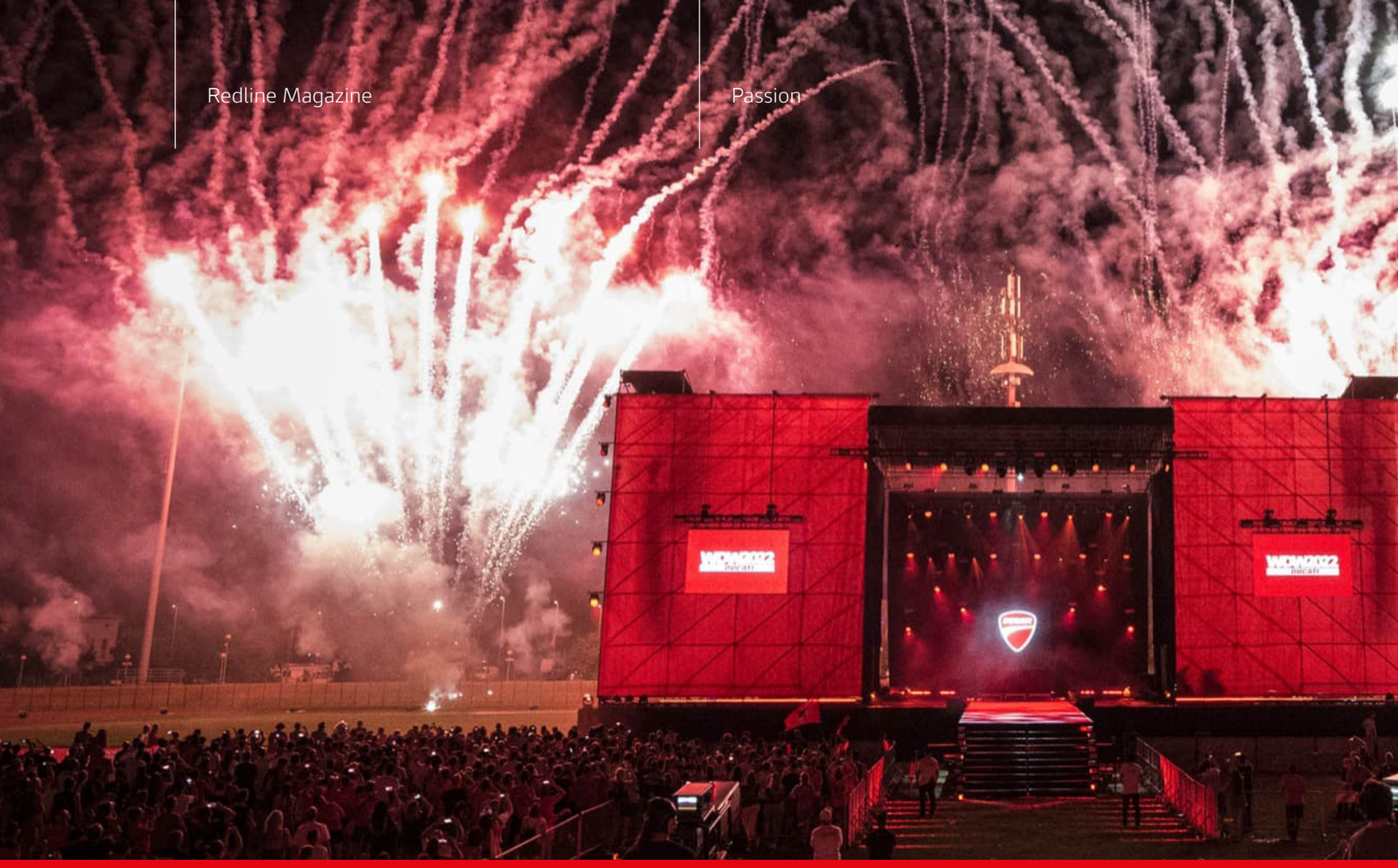
Million social media impressions

OVER
18,000

Log-ins to the FantaWDW web-app

OVER
150,000

spectators for the Lenovo Race of Champions live streaming on the Ducati YouTube channel and MotoGP Facebook page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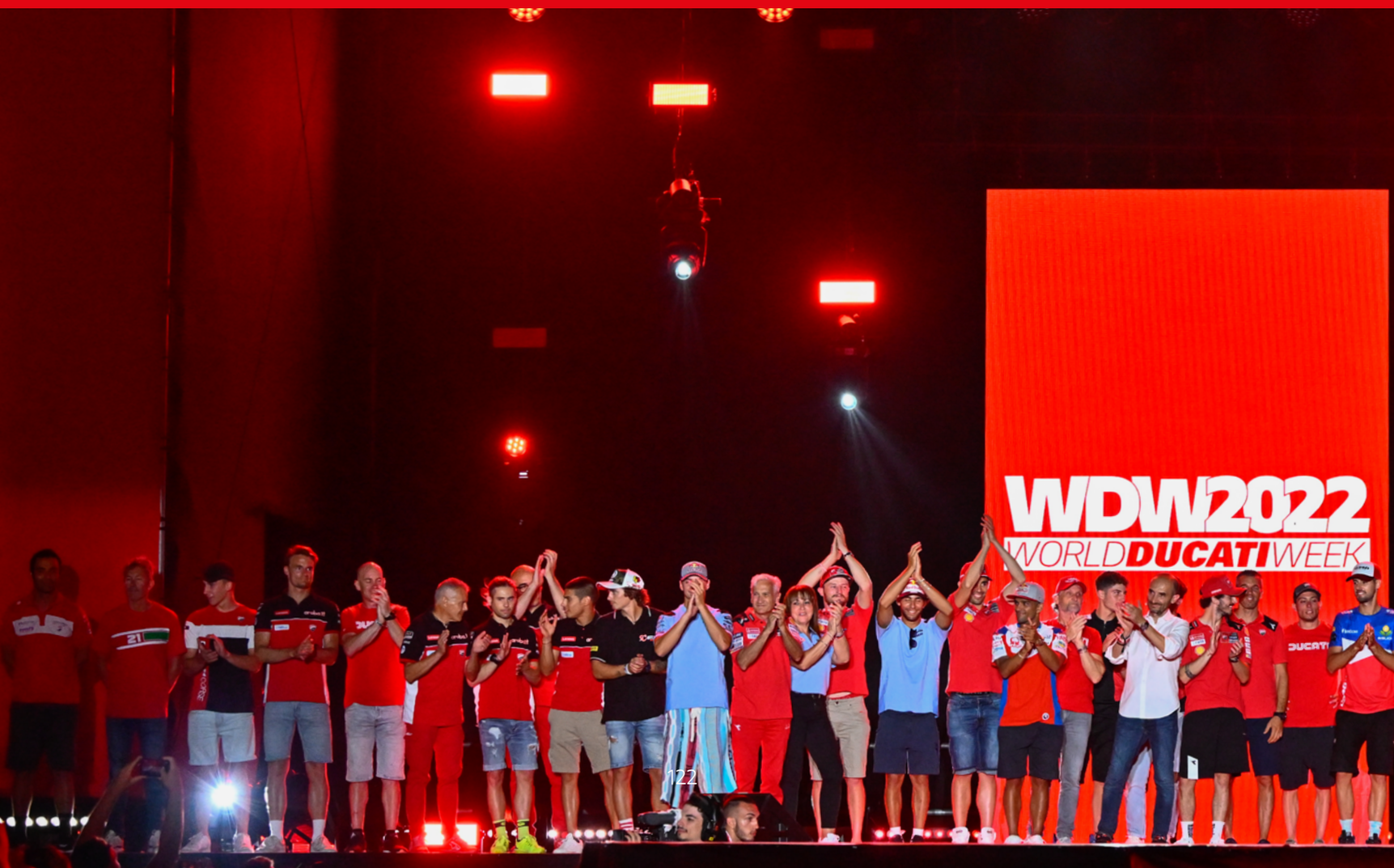
WDW2022
WORLDDUCATIWEEK

“World Ducati Week is a celebration of Ducati’s innermost soul: we don’t sell bikes, but create experiences and emotions for our passionate fans”

Claudio Domenicali
CEO Ducati Motor Holding

RACE OF CHAMPIONS

Everyone was there. The two future world champions together with all the riders from the MotoGP, Superbike and Supersport championships who contributed to what was an extraordinary 2022 season for Ducati Corse. Like never before, this year's Race of Champions was a celebration of the passion for racing and technological evolution that burns in Borgo Panigale.

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63
49
Lenovo
aruba.it

Only at Ducati

Race of Champions: a one-of-a-kind event. A show that only Ducati could stage.

The winner of the 2022 Race of Champions was Pecco Bagnaia, who started from pole thanks to a record lap time and led the race from start to finish. Joining him on the podium were Team Mooney VR46 Racing riders Luca Marini and Marco Bezzecchi.

1:35.8. This, the fastest time set in the race by Pecco Bagnaia, achieved with a standard bike with slick tyres and racing exhaust. Just two and a half seconds from the WorldSBK pole position time set at Misano this year.

"I pushed to the max to put on a unique show for the Ducatisti."

Pecco Bagnaia

The twenty Ducati champions competed at Misano with race-ready Panigale V4 S and V2 bikes, customised with an exclusive livery inspired by the graphics of the bike each rider uses during the championships.

agv
Lenovo
Pirelli
21
43

After the race, the Panigale V4 S bikes, autographed and customised with the rider's livery and laser engraved name on the steering head, were sold online, grabbing the attention of fans in the space of just a few hours.

Automatic Chronograph Swiss Made Movement.
See through case back. Stainless Steel and Titanium case.
Water resistant 10 ATM.

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#WeRideAsOne

With the motto “We are Ducati. We Ride As One”, a huge group of enthusiasts came together to celebrate Ducati “red passion” by taking part in We Ride As One. A melting pot of riders, with everyone from track riding thrill-seekers to those who prefer to adventure off-road or carve a more relaxed path through towns and nature.

Second Edition

E DUCATI.
E AS ONE.
GIO 2023
DUCATI
Factory Store
PZERO
PIRELLI
PZERO
PIRELLI

A big parade from NYC to Singapore

From Rome to Sydney, by way of New Delhi and Rio de Janeiro, #WeRideAsOne united more than 15,000 Ducatisti from more than fifty countries. This second edition of the event was again down to collaboration between the Ducati Dealers and Official Ducati Clubs, each of which customised the day's schedule based on their local area and culture. A total of 334 dealerships, supported by 159 international Official Ducati Clubs.

The highlight of the day? The parade, during which all the Ducatisti unleashed their passion and travelled the most iconic roads of their particular city by motorcycle.

15K
Ducatisti from all over the world

50+
countries represented

334
participating dealers

159
DOCs involved

A new tradition

#WeRideAsOne is a one-of-a-kind format, born out of a desire to offer the Ducatista community a unique opportunity to have fun and share experiences aboard their bikes, and to keep the passion and connection shared by all Ducatisti around the world very much alive.

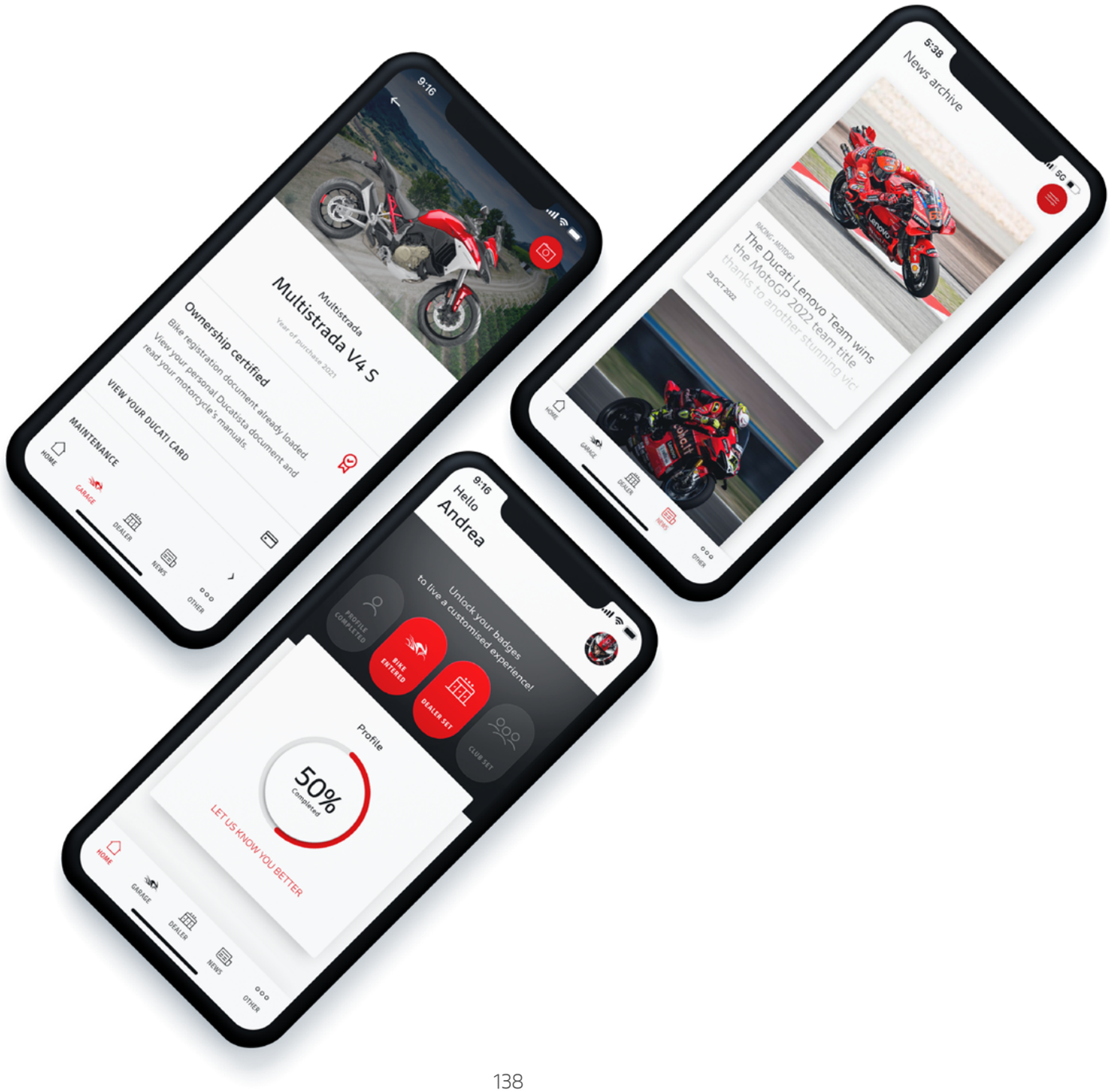
The success of the first two editions has ensured that #WeRideAsOne will be a regular fixture on the Ducati calendar, the fun and excitement set to continue.

DUCATI
DUCATI
Desmo Owners Club
WE ARE DUCATI.
RIDE AS ONE.

Mirabilandia
PARKS
DUCATI
Ducati
WORLD
DUCATI
SHARE THE MYTH
ENJOY THE FUN
ducatiworld.mirabilandia.it/en/

Join the Community with MyDucati App

MyDucati App provides privileged access to the Ducati world. As well as enjoying a range of premium services designed to ensure a unique experience, you will also have real time access to news, events and campaigns. A simple, fast and handy App that will keep you connected to the Ducati world. Wherever you are.



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Your digital garage
You can manage the bikes you own, consult the available documents and always have your Ducati card to hand.

History

Maintenance
You can quickly and easily view all the services carried out on your bike at Official Service Centres.

Dealer

Your dealership
You can find your nearest dealer in real time and contact them with the click of a button.

News

Special content
Explore all the special content and exclusive previews. Keep up to date with all the Ducati news and find out about scheduled events.

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