

DUCATI

The Redline Magazine

1|2017



DUCATI QUINTESSENCE. THE MOST POWERFUL TWIN OF ALL TIME

CHAZ DAVIES
DUCATI SBK FACTORY RIDER



THIS IS THE CAP

OF DUCATI CORSE

UNMATCHED TRADITION WITH ELITE PERFORMANCE.



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

MORE THAN RED: EVOLUTION NEVER STOPS



In the beginning, it was red. The colour of passion, and the iconic colour of all our bikes. Over the years we have outdone ourselves, interpreting the evolution of the two-wheeled world and continuously building on our design know-how to extend the range of Ducati colours and emotions that now incorporates the yellow of the Ducati Scrambler family, the black of the XDiavel family and the globetrotting attitude of the Multistrada 1200 Enduro.

Evolution that can be summed up with 'More Than Red', the expression of a philosophy that has pushed us to explore new paths and new market segments.

In 2016 we celebrated our 90th anniversary, and it proved to be a winning year on many fronts, from the enormously successful World Ducati Week to our new production records, from Superbike race wins to our renewed competitiveness in MotoGP and the return, after such a long wait, to winning ways at both Zeltweg and Sepang.

STYLE SOPHISTICATION PERFORMANCE

But we continue to look to the future. At the recent International Motorcycle Show in Milan, we presented the Panigale 1299 Superleggera, or rather the Quintessence of all our technology.

An incredible concentration of sophistication, technology and performance all wrapped up inside an

unmistakable racing aesthetic and summed up with just two numbers that speak for themselves: A kerb weight of just 166 kg and 215 HP of power. Sophisticated materials such as titanium and carbon, also used in the frame, have allowed the overall weight to be contained, while the Superquadro engine has been significantly reworked to become the most powerful

road-going twin of all time, offering 15.0 kgm of torque and an electronic management system derived directly from the MotoGP and boasting two inertial platforms. All within the limits set by the Euro 4 standard. Alongside the Panigale 1299 Superleggera, which has captured fans' hearts and imagination, the Ducati range is boosted by the arrival of the Monster 797 and 1200,

the Multistrada 950 and the brand new SuperSport, which signals a return to a segment that has been an integral part of our history and which was elected "Most Beautiful Bike in Show" in Milan. The Ducati Scrambler "yellow range", with the new Desert Sled and Café Racer models, completes the 2017 line-up, with high hopes for another record year.

TRACTION CONTROL



2008

LED LIGHTS



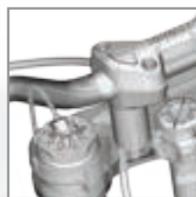
2009

RIDING MODE



2010

SKYHOOK SUSPENSIONS



2012

FULL RANGE WITH ABS



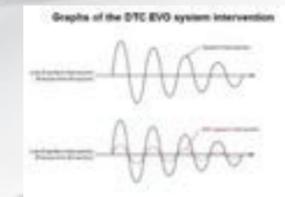
2014

CRUISE CONTROL



2015

TRACTION CONTROL EVO



2016

SLIDE CONTROL



2017



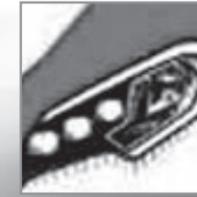
ABS



FULL LED HEADLAMP



AIR BAG INTEGRATION



CORNERING LIGHTS & LENS LED HBH



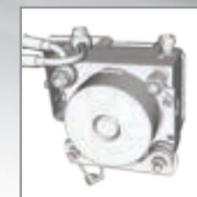
WHEELIE CONTROL EVO



ELECTRONIC SUSPENSIONS



WHEELIE CONTROL



CORNERING ABS

Our products are enhanced by other important initiatives that embody key brand values and that aim to allow anyone who chooses Ducati to enjoy their passion in total freedom and complete safety. Service intervals of 24,000 or 30,000 km, which translates into peace of mind and riding enjoyment

with your Ducati over long-range trips. Continuous improvement to increase the level of active and passive safety, as demonstrated by the 'roadmap' of Ducati technological innovation regarding safety, now almost ten-years old. Adding to this are projects such as Ducati Approved,

the process by which used bikes are certified and guaranteed by Ducati, and a distribution network extending across more than 90 countries, with a total of 783 official Dealers and Service Points.. Investing in safety, to guarantee a reliable and relaxed riding experience, is a fundamental aspect, a mission that is

part of our DNA, and this is the path that the company will continue to travel as it carries on developing and shaping the future of motorcycling.

Claudio Domenicali
AD Ducati Motor Holding

HERODYNAMICS.

The all-new Audi R8 Spyder with V10 FSI engine and 540 hp*.
A progressive sports car that was born on the track and built for
the road. And a leading member of the League of Performance.

Join the #LeagueofPerformance

  / Audi Deutschland



*Fuel consumption in l/100 km: urban 17; extra urban 8.7;
combined 11.7; CO₂ emissions in g/km: combined 277.

 Audi Sport

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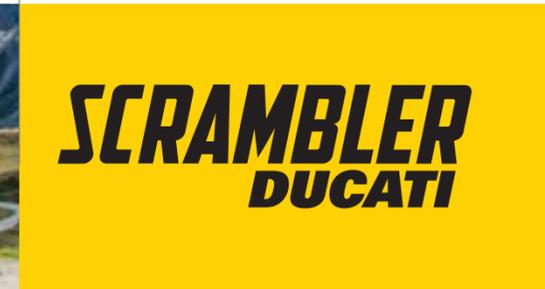
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LET'S
HAVE
FUN

MONSTER 797



NEW MONSTER 797:
ICONIC MONSTER
ESSENCE
AND UNIQUE DUCATI
VALUES, FINALLY
AVAILABLE TO ALL.





SPORTY, COMPACT, ESSENTIAL: THE NEW MONSTER 797 IS PERFECT

FOR THOSE LOOKING FOR RIDER-FRIENDLINESS AND PURE FUN.





UNMISTAKABLY MONSTER,
THE 797 HAS AN
OUTSTANDINGLY COMPACT
CHASSIS SET-UP THAT
ENSURES GREAT HANDLING
IN CITY TRAFFIC AND
AGILITY ON TWISTING
OUT-OF-TOWN ROADS.

An iconic design, versatility and true sporting spirit. One glance makes it clear that the 797 is Monster to the core, drawing inspiration from its origins but with cutting-edge modernity. The cooling fins on the Desmodue L-twin are back, as is the Ducati Trellis frame. The headlight maintains the classic round look but features LED side lights while the beefy tank sports the rapid attachment clip typical of the early Monsters.

A full Trellis frame and compact chassis set-up ensure agility and endless fun on the bends, while the wide handlebars and low seat let you weave through city traffic with ease. The 803 cc twin-cylinder air-cooled Desmodue unleashes 75 hp at 8250 rpm and 7 kgm of torque at 5750 rpm, with 90% of maximum torque already available at 4000 rpm: an engine that responds to every twist of the throttle, ensuring fun through the hairpins without having to constantly change gear. Sports performance that's accessible to everyone, plus a riding position characterised by a low-lying seat and wide handlebars: instilling confidence right from the very first mile. Sporty, essential and fun-ready whatever the route, the new 797 is Monster to the core.

MONSTER 797 TECHNICAL SPECIFICATIONS

Ducati Desmodue L-twin engine, Desmodromic timing (2 valves per cylinder), air-cooled, engine displacement 803 cc, max power 75 hp at 8250 rpm (the power values indicated are measured using a chassis dynamometer. Homologated power data, as quoted in the Bike Registration Document, is measured using an engine dynamometer in accordance with the homologation regulation. The two power values may differ because of the different measuring equipment), max torque 7 kgm at 5,750 rpm. 6-speed gearbox Tubular steel Trellis frame, 43 mm Kayaba forks and Sachs shock absorber with adjustable pre-load and rebound damping, Brembo brakes with 320 mm discs and monobloc calipers up front. Seat height 805 mm, wheelbase 1,435 mm, dry weight 175 kg. Tyres: Pirelli Diablo Rosso II, front 120/70 ZR17, rear 180/55 ZR17. Standard equipment: Bosch ABS, LCD display, LED side lights and tail light, DMS (Ducati Multimedia System) ready, under-seat USB mobile phone charge port.





From top: for him, Vintage, the leather jacket without guards, for her Downtown, the leather jacket with soft shoulder and elbow padding (men's version also available). Centre: men's version of the Downtown leather riding jacket and Company technical jeans, both with soft Pro Shape protection. Below: D-Active unisex quilted jacket for her, D-Active hoodie for him, with fluo yellow piping and reflex trims.



BETTER, FASTER, MONSTER

MONSTER 1200



ICONIC, HIGH PERFORMANCE AND TECHNOLOGICAL: THE NEW MONSTER 1200 INTO A BIKE THAT IS COMPLETELY NEW IN FORM AND FUNCTION. DESIGNED TO

TAKES THE VALUES THAT INSPIRED THE 1993 VERSION AND INJECTS THEM ELEVATE RIDING ENJOYMENT TO THE MAX.



Icons are ageless. They go beyond the fixed concepts of time and space to make their own rules. It was 1993 when Miguel Galluzzi first sketched the unmistakable lines of the Monster. In doing so, he invented the naked sport bike concept and revolutionised the motorcycle world. Since then the Monster has been renewed several times, yet has always remained faithful to its origins and become much-loved by bikers everywhere. Now, 24 years later, the new Monster 1200 continues to send a collective shiver down our spines.

This project goes back to the basic “naked sport bike” concept, employing cutting-edge technology to breathe life into a bike that is all-new in terms of both form and function. A new tank, a fully redesigned tail, a redesigned headlight, a shorter wheelbase and first-rate electronics derived directly from the package on the 1299 Panigale.



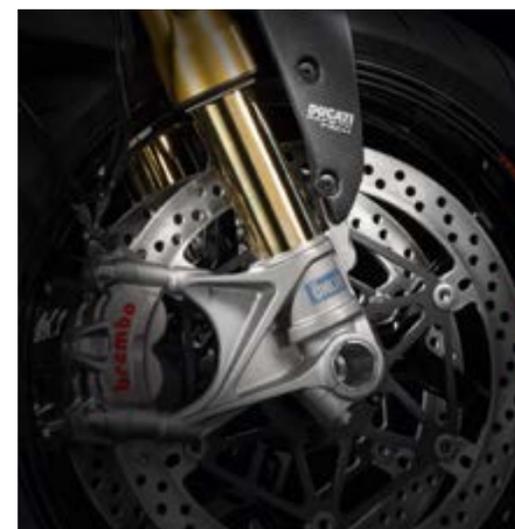
THE DESIGN REMAINS FAITHFUL TO THE LINES THAT HAVE MADE THE MONSTER AN ICON: ESSENTIAL YET CHARACTERISED BY METICULOUS ATTENTION TO DETAIL.

This makes the bike both elemental and technological. An innate sports feel has been combined with compactness and an agile chassis geometry to produce great handling and maximum rider-friendliness. That combination goes hand-in-glove with the latest version of the Ducati Testastretta 11° DS engine, which unleashes 150 hp and 12.9 kgm of torque, with ever-ready throttle response and fine power delivery

even at low revs. In short: the Monster 1200 provides maximum power, control and riding pleasure. For the most demanding riders, the S version adds Öhlins suspension, front brakes with 330 mm discs and Brembo M50 calipers, wheels with three Y-spokes, a headlight featuring the DRL (Daytime Running Light) system and a carbon fibre mudguard.



THE MONSTER 1200 RAMPS UP THE FUN TO A WHOLE NEW LEVEL,
GIVES SMOOTH HANDLING AND OOZES SPORTY EXCITEMENT.





Perfect for any ride, the new Ducati Corse jacket is a top-of-the-range garment with aluminium shoulder inserts and composite elbow guards. Also available in a black/grey version and in perforated leather.





MONSTER 1200 TECHNICAL SPECIFICATIONS

Ducati Testastretta 11° DS L-twin engine, Desmodromic timing (4 valves per cylinder), liquid-cooled, engine displacement 1198.4 cc, max power 150 hp at 9250 rpm (the power values indicated are measured using a chassis dynamometer. Homologated power data, as quoted in the Bike Registration Document, is measured using an engine dynamometer in accordance with the homologation regulation. The two power values may differ because of the different measuring equipment), max torque 12.9 kgm at 7750 rpm. 6-speed gearbox Tubular steel Trellis frame attached to the cylinder heads, adjustable suspension (Öhlins on the S version), Brembo disc brakes with front monobloc calipers. Seat height adjustable from 795 to 820 mm, wheelbase 1485 mm, dry weight 187 kg (185 kg on

the S version). Tyres: Pirelli Diablo Rosso III, front 120/70 ZR17, rear 190/55 ZR17. Electronics package: Riding Modes, Power Modes, Ducati Safety Pack (Bosch Cornering ABS + Ducati Traction Control), Ride-by-Wire, Ducati Wheelie Control, Full-TFT colour display, passenger seat cover, DMS (Ducati Multimedia System) ready, Ducati Data Analyzer, LED side lights and tail light, under-seat USB mobile phone charge port, Ducati Quick Shift up/down (as standard on the S version), headlight with Daytime Running Light (as standard on the S version), LED indicators (as standard).



RACING
PASSION
FOR EVERY
MOMENT
OF THE DAY

Ducati Corse colours form a rich array of apparel suitable for every occasion.



Left: short-sleeved Ducati Corse Speed polo shirt, also available in black; right, on the Company jeans: short-sleeved Ducati Corse Sketch T-shirt, also available in black.





A sporty, assertive line that embodies racing passion.



Left: Ducati Corse Speed vest with wide shoulder straps and Corse Total Black cap for her, Ducati Corse Speed polo for him. Right: Ducati Corse Sketch vest and Corse Total Black cap.

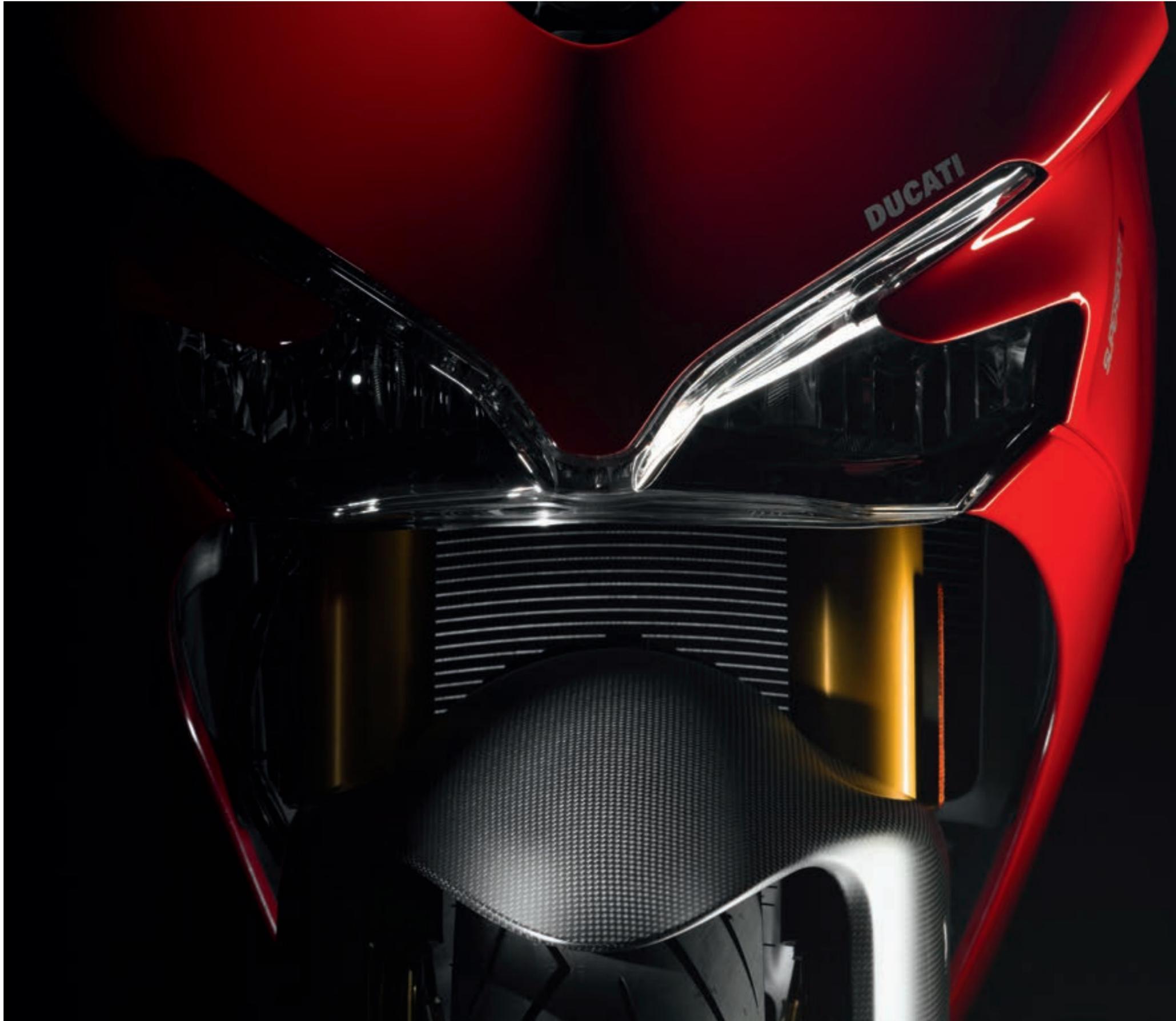


Comfortable clothing in high quality materials, ensuring unique stand-out style both on track and off.



Left: Ducati Corse Speed t-shirt and Ducati Corse Sketch t-shirt, both also available in red; right: Ducati Corse Speed fleece jacket.

ACCESSORIES



Choosing a Ducati motorcycle is just the first step into this fascinating world. A world of passion and self-expression. That's why Ducati has always made it possible for you to personalise and enhance your bike, letting you mould it to suit your own style and needs. Eye-catching aesthetic details, racing components to maximise on-track performance, and functional accessories to make everyday riding more practical and long journeys more adventurous.

Ducati Performance accessories are built to the highest standards and stem from close teamwork with leading brands.

DRE

DUCATI
RIDING
EXPERIENCE
RACETRACK

DRE Racetrack is the perfect course both for those taking to the track for the very first time and those ready to pit themselves against the stopwatch.



DRE Racetrack has proved hugely successful, with over 10,000 motorcyclists having already taken part. Designed to give enthusiasts the chance to improve their track riding skills, DRE Racetrack courses are held on the same circuits as the MotoGP championship using Ducati's sportiest, highest-performing bikes, the 959 Panigale and 1299 Panigale.

There are four different course types, designed to reflect different levels of experience: Track Warm Up for beginners, Track Evo to refine riding technique, Track Master for aspiring racers and Champs Academy for the most expert riders who want to experience a day with the great Ducati champions.

DRE

DUCATI
RIDING
EXPERIENCE
ENDURO

DRE Enduro is for those looking to hone their off-road riding skills and improve their bike control skills in absolute safety.



The off-road DRE Enduro riding school: helping to conquer new horizons.

The Multistrada 1200 Enduro is designed to give a taste of adventure without compromising on total control or comfort, whatever the riding conditions. That's why - and to ensure participants really grasp the potential of the Multistrada 1200 Enduro - Ducati has come up with DRE Enduro, a real riding academy for those looking to learn off-road techniques and get the bike past any obstacle.

In the heart of Tuscany's Chianti region, against the stunning backdrop of Castello di Nipozzano, DRE Enduro offers participants a perfect opportunity to perfect their riding techniques under expert supervision.

Courses are designed to teach participants how to handle the sand, mud and gravel that - when you're well off the beaten track - can go on for miles or pop up unexpectedly at any moment.

Whether you want to perfect your riding stance, learn how to get more grip on steep climbs or find out how to handle the "washboard" terrain typical of sandy deserts, DRE Enduro is suitable for everyone, from newbies to expert off-riders.

DRE

DUCATI
RIDING
EXPERIENCE
SAFETY

DRE Safety is
an event held
annually for
new riders for
20 years that helps
riders develop
essential skills for
confidence on the
road expected on
the road.



It's aimed at those looking to
improve their road riding skills
and those who have just
started riding. The courses are
designed to help riders gain
confidence and control in
various riding conditions
and situations. The teaching
is delivered by highly trained
instructors who are experienced
in the sport. The courses are
designed to help riders gain
confidence and control in
various riding conditions
and situations. The teaching
is delivered by highly trained
instructors who are experienced
in the sport.

BORGO PANIGALE EXPERIENCES



Visiting the museum, you can see the history of the brand and the evolution of the brand. The museum is a must-visit for anyone who loves motorcycles. It is a great place to see the history of the brand and the evolution of the brand. The museum is a must-visit for anyone who loves motorcycles. It is a great place to see the history of the brand and the evolution of the brand.

WE LOOK FORWARD TO SEEING YOU AT THE MILE AT GRANDSTANDS



At the 2017 MotoGP World Championship, the Grandstands are a must-visit for anyone who loves motorcycles. It is a great place to see the history of the brand and the evolution of the brand.

Watching the MotoGP World Championship is a must-visit for anyone who loves motorcycles. It is a great place to see the history of the brand and the evolution of the brand.

情熱の翼を広げ THE WINGS OF PASSION: THE D.O.C.



The D.O.C. is a must-visit for anyone who loves motorcycles. It is a great place to see the history of the brand and the evolution of the brand.

To find your nearest Ducati Desmo Owners Club, consult the relative section at ducati.com



夢の週末 WEEKEND



The weekend is a must-visit for anyone who loves motorcycles. It is a great place to see the history of the brand and the evolution of the brand.

1299 PANIGALE S

EXTREME 究極のパフォーマンス。
ABS 絶対的なコントロール。

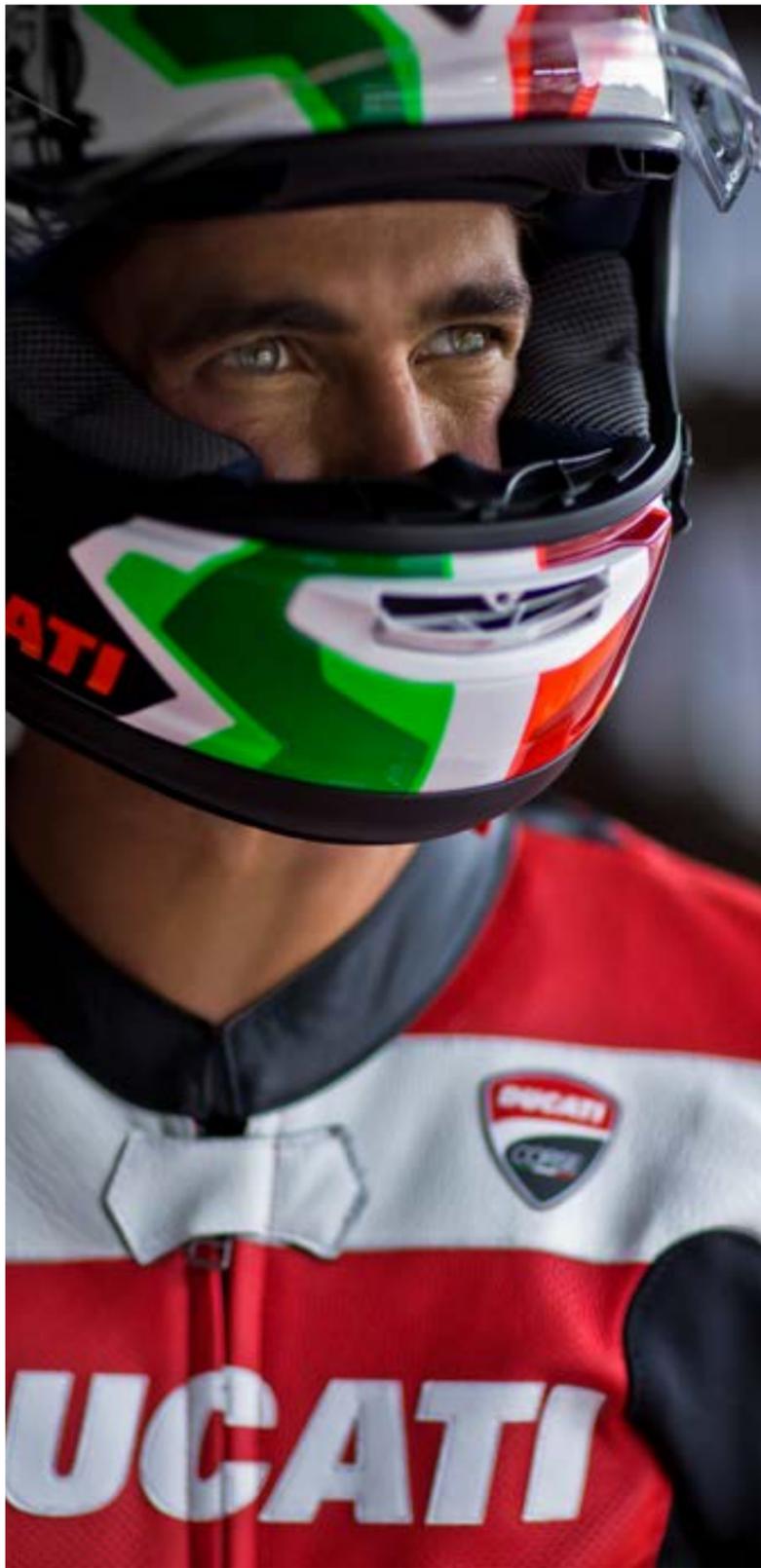


More technology, more safety, and now even more fun: for 2017 the electronics on the 1299 Panigale S have safety as a top gear. The already advanced standard equipment has now been boosted by the new, exclusive versions of Ducati Traction Control and Ducati Wheelie Control. By the way, the EVO is also the most advanced ABS system ever. The new level of EVO is based on new software that ensures even greater precision and effectiveness. By introducing the Bosch sensorless slip measurement system, the IMU (Inertial Measurement Unit) constantly monitors the lean angle and provides

more accurate adjustment of the intervention needed to ensure correct wheelspin. Moreover, DTC EVO constantly monitors the throttle position and adjusts the throttle accordingly. In addition, the new level of EVO is based on the same IMU as the standard version, but with more precise sensors. This allows the system to detect the lean angle and adjust the intervention accordingly. The new level of EVO is based on new software that ensures even greater precision and effectiveness. By introducing the Bosch sensorless slip measurement system, the IMU (Inertial Measurement Unit) constantly monitors the lean angle and provides

独自のデザイン
and maximum protection.

READY
FOR RACING



最高の保護効果と最先端素材のing-edge materialsがあなたを待っている



右: ドゥカティのフルタイムのDucati CorseブランドのDucati Corse-certified ドゥカティ・レースウェアの最高級-of-the range track riding products.
 左: 快適な着用感のDucati Corse-certified seamless undersuit for greater track riding comfort; ドゥカティ・レースウェアの最高級-of-the range track riding products.
 The Ducati Corse racing suit in D-Skin 2.0 leather has replaceable elbow and knee sliders and pre-formed aluminum shoulder plates to customise. 肩部のアルミプレートは交換可能
 To customise, please go to ducatismusura.com
 セミオーダー、フルオーダーについては、専用ウェブサイト (ducatismusura.com)へ



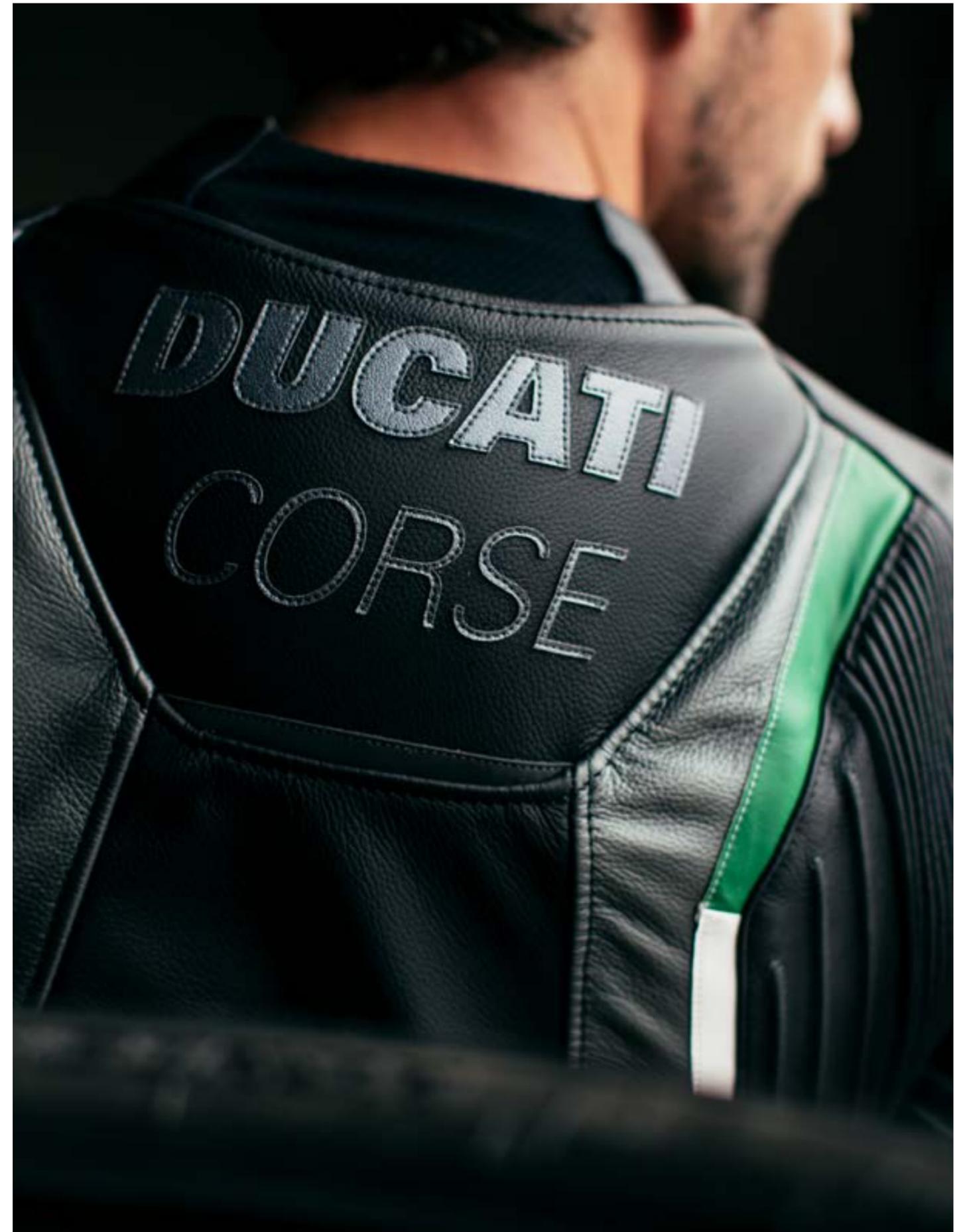
A full-on look to experience all the adrenaline of track riding without compromising on safety.



D-air® Racing Ducati Corse suit, equipped with airbag to protect neck, upper chest and shoulders; the graphics on the Red Arrow full-face helmet mirror those of the D-air® Racing suit.



New two-piece Ducati Corse suit; to personalise go to [ducatisumisura.com](https://www.ducatisumisura.com); black Performance gloves, also available in white; Ducati Corse SBK Pro full-face helmet; Sport racing boots.





D U C A T I Q U I N T E S S E N C E



THE SINGLE-SIDED CARBON-FIBRE SWINGARM - A FIRST ON A PRODUCTION BIKE

- UNDERSCORES THE NEVER-ENDING QUEST FOR LIGHTNESS AND PERFORMANCE.



THE 1299 SUPERLEGGERA REDEFINES EVERYTHING AND RAISES IT TO A LEVEL

THAT DEMONSTRATES JUST WHAT IS TECHNOLOGICALLY POSSIBLE TODAY.



ENHANCED COMPONENTS MADE OF ONLY THE VERY BEST MATERIALS,
BUILT USING CUTTING-EDGE PRODUCTION PROCESSES.
A RIDING EXPERIENCE THAT GOES BEYOND IMAGINATION.





NEW, 2-SEGMENT 116 MM PISTONS REDUCE FRICTION,
WHILE THE NEW TITANIUM CON-RODS MINIMISE WEIGHT.



THIS DUCATI QUINTESSENCE IS EXCLUSIVE IN EVERY WAY,

INCLUDING THE NUMBER OF BIKES BUILT: JUST 500.

Once again, Ducati's engineers have created something that redefines our concept of what's possible, turning dreams into reality. The Quintessence of a Ducati.

The 1299 Superleggera redefines everything and raises it to a level that demonstrates just what is technologically possible today. Incomparable technology and passion in a limited edition of just 500 bikes.

With the 1299 Superleggera, Ducati takes the world of road Supersport bikes to never-before-seen levels: it's the first ever factory bike to feature a carbon fibre frame, swingarm, subframe and wheels as standard. The 1299 Superleggera is an engineering, technology and performance gem. No motorcycle manufacturer has ever produced a factory bike quite like it.

The fairing - also in carbon fibre - is the first of many unique features, which make up a bike so special it could only have been built by Ducati, a manufacturer with racing in its blood. And underneath that fairing lies the highest-performing version of the Superquadro. This incredible engineering gem is practically

one of a kind in the world of homologated twin-cylinder engines. A bore of 116 mm and stroke of 60.8 mm give an engine displacement of 1285 cc and, thanks to the use of specially developed materials and components, maximum power is an unprecedented 215 hp at 11,000 rpm, all in full compliance with Euro 4 standards. The bike comes with a racing exhaust kit (not homologated for road use); this guarantees an extra 5 hp and reduces weight by 4 kg compared to its Euro 4 counterpart.

What makes the 1299 Superleggera even more exclusive is the new electronics package which uses a 6-axis Inertial Measurement Unit (6D IMU) to manage an incomparable array of electronic controls. This system has allowed us to improve the Ducati Traction Control EVO (DTC EVO) presented on the 1299 Panigale S Anniversario thanks to the introduction of Slide Control Evo, which ensures even better corner exit performance.

Moreover, the 1299 Superleggera is the first Ducati Superbike to be equipped with Ducati Power Launch (DPL); it also features the Engine Brake Control (EBC) seen on previous versions and has an incredible dry weight of 156 kg.

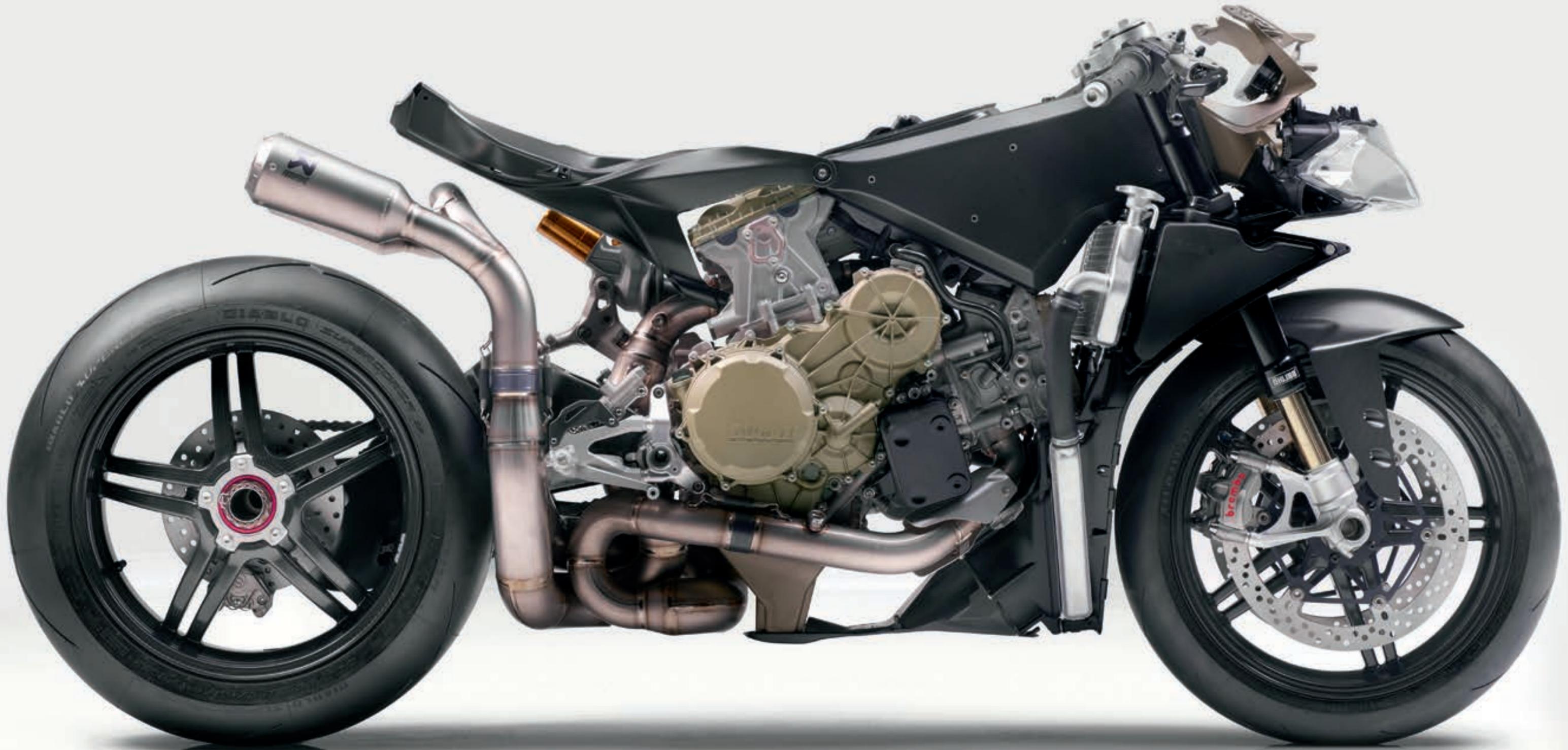


AT THE HEART OF THE 1299 SUPERLEGGERA LIES
A HYPER-POWERFUL TWIN-CYLINDER ENGINE
THAT IS SET TO MAKE HISTORY.



DUCATI

1299 SUPERLEGGERA



TO DESCRIBE THIS PROJECT, HERE AT DUCATI WE'VE DECIDED ON THE WORD "QUINTESSENCE":



THE ESSENCE OF A THING IN ITS PUREST AND MOST CONCENTRATED FORM.





Our official test rider Alessandro Valia on the 1299 Superleggera.

1 2 9 9 S U P E R L E G G E R A T E C H N I C A L S P E C I F I C A T I O N S

Ducati Superquadro L-twin engine, Desmodromic timing (4 valves per cylinder), liquid-cooled, engine displacement 1285 cc, max power 215 hp at 11,000 rpm (The power values indicated are measured using a chassis dynamometer. Homologated power data, as quoted in the Bike Registration Document, is measured using an engine dynamometer in accordance with the homologation regulation. The two power values may differ because of the different measuring equipment), max torque 14.9 kgm at 9000 rpm. 6-speed gearbox Monocoque carbon fibre frame, adjustable Öhlins suspension, Brembo brake discs with front monobloc calipers, carbon fibre wheels. Seat height 830 mm, wheelbase 1456 mm, kerb weight 167 kg. Tyres: Diablo Supercorsa SP, front 120/70 ZR17, rear 200/55 ZR17. Standard equipment: Riding Modes, Bosch Cornering ABS, Ducati Traction Control Evo, Slip On Demand, Slide Control Evo, Ducati Wheelie Control Evo, Engine Brake Control, Full-TFT colour display, Ducati Quick Shift up/down, Ducati Power Launch, DDA+ GPS.





WORLD SUPERBIKE EXPERIENCE

FOR SUCH AN AWESOME BIKE, DUCATI HAS COME UP WITH AN AWESOME EXPERIENCE.

Future 1299 Superleggera owners will, in fact, be able to enjoy an exclusive, one-of-a-kind track day on a specially reserved Italian racetrack together with the Aruba.it Racing Ducati Superbike Team and its riders, who compete in the World Superbike Championship.

A once-in-a-lifetime experience, a unique privilege that Ducati reserves for only its most committed customers.

And that's not all, as participants will also have the chance to test-ride the Ducati Panigale R Superbike - the official championship bike - with the assistance of the official team. Making you feel like a real Superbike racer. Ducati Quintessence, transformed into a Quintessential track riding experience.



THE NEW 1299
SUPERLEGGERA
ALSO COMES WITH
AN ADDITIONAL
ACCESSORY KIT
THAT INCLUDES
THIS FULL TITANIUM
EXHAUST BY
AKRAPOVIČ, WHICH
COMPLETES THE
RACING SET-UP AND
BOOSTS MAXIMUM
POWER TO 220 HP.



TO PRODUCE A LINE DEDICATED TO THE 1299 SUPERLEGGERA,
WE'VE TAKEN THINGS TO THE MAX
AND SET A WHOLE NEW STANDARD.



The 100% racing look means a leather suit, with or without airbag, a carbon helmet, boots and gloves. All strictly top of line.





SUPERBIKE 2016, AN INCREDIBLE FINALE

VICTORY IN THE LAST SIX RACES, WHICH AUGERS WELL FOR THE ULTIMATE TRIUMPH NEXT YEAR, WITH CHAZ DAVIES AND MARCO MELANDRI.

INTERVIEW WITH SERAFINO FOTI
ARUBA.IT RACING - DUCATI TEAM MANAGER

Serafino Foti was once a Superbike rider himself, later becoming manager for several major teams and the Ducati Junior Team. In 2014, he returned to Ducati as team manager of the Aruba.it Racing - Ducati Superbike Team, the official Ducati team competing in the fabulous production-derived SBK championship. It should be noted that, while extremely tough, the recently concluded season brought enormous satisfaction. It also resulted in a stunning season finale that took Chaz Davies to third place on the championship leader board, saw him rack up more wins in the 2016 championship than anyone else and also saw him score the highest number of fastest race laps (no less than 10!). In other words, the best possible lead-up to the 2017 season.

Serafino, after the summer recess our team was always the fastest on the track. How much do you think this encouraging form reinforces the determination to win the championship in 2017?

"Of course, ending the championship with six straight wins (7 since the summer break) has been an enormous source of satisfaction and has raised our hopes for 2017. Our ultimate goal, naturally, is to bring the trophy back to Borgo Panigale. However, in racing you can never let your guard down. Even though we've reached an outstanding level of competitiveness, there's plenty of hard work to do if we want to give our riders the chance to win starting from the next championship's first race!"

2 + 2 + 2

In 2016 your riders were an always-competitive Chaz Davies and Davide Giugliano, still a little hindered by injury. In 2017 Chaz Davies will stay with you and Marco Melandri will join the team: how do you think you'll manage these riders, both of whom will certainly want to be winners? Do you think you'll be able to create a team-based approach?

"This situation isn't new to me: I've already worked with both of them in the paddock, back in 2013. There's always - and always will be - rivalry between co-riders (your teammate can be your most feared opponent) but the key is to make it a constructive rivalry built on mutual respect. Chaz and Marco are outstanding professionals. They both know what they want and I'm sure they'll work in their own interests and those of the team and the company they represent".

You've had a long racing career, first as a rider and then team manager: how much does this dual experience help you manage the team and, above all, the riders?

"I've been part of this world since 1985 and my own racing experience has been invaluable. Sometimes, because I've been there myself, we manage to identify potential problems and prevent them. Of course, there are plenty of great team managers who have never ridden competitively themselves... The key thing to remember is that riders are human beings and that, on race day, when the grid lights turn green, every effort and investment is in their hands, and theirs alone. So we absolutely need to provide them with

close support when and where they need it and help them get through the tough times".

In your experience, what are the most important characteristics a manager needs to guide a team participating in such competitive, challenging championships?

"I think it's vital that you absolutely believe in what you're doing. It's a tough job. Juggling the requirements of work and family is far from easy, so a real passion for the sport is a must. Of course, you need the skills, especially the people skills, to manage a group of individuals and keep them working as a compact unit to achieve the best possible results. Top results depend on the efforts of everyone: nothing must be left to chance, so teamwork isn't just important, it's compulsory".

Ducati is the only manufacturer to race in Superbike with twin-cylinder engines - what are the advantages and disadvantages of doing so?

"Ducati has always competed in Superbike with twins. As with anything else, there are pros and cons. However, a glance at Ducati's achievements and the number of wins over the last 20 years highlights very few disadvantages. In all honesty, I do think that a twin-cylinder can lack the speed and power of a four-cylinder bike, but the twin-cylinder offers advantages in terms of power delivery and handling".



**ZELTWEG, SEPANG
AND VALENCIA,
THREE SUNDAYS
TO REMEMBER**



AFTER THE FANTASTIC AUSTRIAN DOUBLE, THE PENULTIMATE RACE SAW US CELEBRATE ANOTHER DUCATI WIN WITH DOVIZIOSO BEFORE IANNONE BID US FAREWELL WITH AN EMOTIONAL PODIUM IN SPAIN.

First Andrea Iannone, then Andrea Dovizioso. At Zeltweg and Sepang, the two Ducati Team Riders powered the Desmosedici GP to convincing victories, demonstrating the full potential that we have in Borgo Panigale. Added to this is the podium with which Iannone, in the final round at Valencia, thanked Ducati for the four years spent together, celebrating a third-place finish at the end of a very hard-fought race. Three very different races, which took place at tracks with very different characteristics, laying the foundations for continuing success and even greater consistency during the upcoming season. The men and women at Ducati Corse continue to work tirelessly, already looking to the future.

A future in which Gigi Dall'Igna, Paolo Ciabatti and Davide Tardozzi aim to repay the fans with memorable moments thanks to an increasingly competitive Desmosedici GP and first-rate team-work that will see Andrea Dovizioso and Jorge Lorenzo fly the flag for Ducati at the world's racetracks.

So let's get ready for an even more exciting 2017 season. Dovizioso and Lorenzo will be able to count on the untiring support of all the Ducatisti - equal in weight to any other element, the passion of those who support Ducati gives the team a significant boost.



"One World, One Love, One Familya big thanks to Andrea Iannone for all the thrills and spills he has given us over the last 4 years with Ducati from all of us here! See you again soon and all the best for the future!" #ai29 #themaniac #ForzaDucati

A NEW TAKE ON THE CONCEPT OF 'FOUR BIKES IN ONE'. A VERSATILE BIKE WITHOUT COMPROMISE THAT GUARANTEES RIDING PLEASURE AND ABSOLUTE COMFORT



MULTISTRADA 950



THE NEW
MULTISTRADA 950
IS DESIGNED TO COMBINE
COMFORT, DESIGN
AND OUTSTANDING
PERFORMANCE
WITH INCREDIBLE
RIDER-FRIENDLINESS.

The new Multistrada 950 remains faithful to the Ducati traditions of style, sophistication and performance. Now, its outstanding versatility is underscored by even greater rider-friendliness. The 937 cc twin-cylinder Testastretta 11° engine can deliver 113 hp and a maximum torque of 9.8 kgm at 7750 rpm, providing prompt throttle response - especially at low and mid-range rpm - that remains constant as the revs climb.

The twin-cylinder engine on the Multistrada 950 - controlled via a slipper clutch that kicks in during aggressive downshifting - boasts particularly long service intervals thanks to constant technological research by Ducati and the use of increasingly advanced materials.

THE MULTISTRADA 950
COMBINES THE STYLE OF
THE MULTISTRADA 1200
AND THE
CHARACTERISTICS OF
THE MULTISTRADA 1200
ENDURO. THE RESULT
IS A BIKE WITH
APPEALINGLY
COMPACT LINES.

Ducati Riding Modes let riders select between different settings to optimise bike behaviour according to individual riding styles and differing road conditions. The Multistrada 950 has four Riding Modes (Sport, Touring, Urban and Enduro). Each one is programmed to act on the electronic Ride-by-Wire (RbW) control system that varies maximum engine power/delivery and Bosch ABS and DTC intervention levels.

The 19" front wheel, 20-litre tank, agile chassis geometry and excellent electronics package make the Multistrada 950 a tireless travelling companion. The combination of power, great handling, comfort and rider-friendliness make it perfect for cross-city hops and weekend rides, yet it's also great for those who want to get in some touring (and perhaps enjoy the company of a passenger).

That's why the new Multistrada 950 provides a perfect combination of power, handling, comfort and ease of use.





MULTISTRADA 950 TECHNICAL SPECIFICATIONS

Ducati Testastretta 11° L-twin engine, Desmodromic timing (4 valves per cylinder), liquid-cooled, engine displacement 937 cc, max power 113 hp at 9000 rpm (the power values indicated are measured using a chassis dynamometer. Homologated power data, as quoted in the Bike Registration Document, is measured using an engine dynamometer in accordance with the homologation regulation. The two power values may differ because of the different measuring equipment), max torque 9.8 kgm at 7750 rpm. 6-speed gearbox Tubular steel Trellis frame, adjustable suspension, Brembo brake discs with front monobloc calipers. Seat height 840 mm, wheelbase 1594 mm, kerb weight 228 kg.



FOUR ACCESSORY PACKS
TO ENHANCE THE BIKE'S
FOUR RIDING MODES:
TOURING, SPORT, URBAN
AND ENDURO.

Whether leaving on a long-distance journey or bringing out the sports performance that resides in every Ducati, heading off down a dirt track where the asphalt ends or weaving through city traffic, the new Multistrada 950 has an accessory pack that is just right for every situation. Four packs that extend the already broad horizons of the Multistrada 950 even further, letting riders combine the various personalisation kits to make the bike truly unique.

THE BIKE IN THE PHOTO IS EQUIPPED
WITH THE FOLLOWING ACCESSORIES:
Steel footpegs. Homologated silencer. LED turn signals. Carbon side covers for the air intakes. Carbon licence plate cover. Carbon key block cover. Oil radiator protective mesh. Engine protection shield. Foldable rear brake and gear levers.



THE ADVENTUROUS SPIRIT OF THE NEW MULTISTRADA 950 IS ENHANCED THANKS TO RUGGED EQUIPMENT SPECIFICALLY DESIGNED TO WITHSTAND SERIOUS OFF-ROAD USE.

THE BIKE IN THE PHOTO IS EQUIPPED WITH THE FOLLOWING ACCESSORIES:
Steel footpegs. Foldable rear brake and gear levers. Set of tubeless spoked rims.
Homologated silencer. LED turn signals. Smoked Gran Turismo plexiglass windscreen.
Water radiator protective mesh. Oil radiator protective mesh. Engine protection shield.

TRAVELLING IN STYLE

COMFORT, SAFETY
AND VERSATILITY GIVE YOU
THE FREEDOM TO TRAVEL
ANYWHERE,
NO MATTER HOW FAR,
IN EYE-CATCHING STYLE.





Top left: 100% waterproof Strada fabric jacket for him, Strada inner thermal jacket liner (which can be detached and worn separately) for her. Bottom left: Warm Up thermal T-shirt in light fabric, insulating and breathable. Right: Strada fabric jacket and trousers for him and her. Strada Tour helmet, can be worn with or without peak, with or without visor.





Left and top right: Tour fabric jacket and trousers with detachable inner thermal liner. For him: Tour breathable, waterproof touring boots, leather-fabric Tour gloves and Ducati Type Pro full-face helmet.
Bottom right: Ducati Corse Tex Summer fabric jacket, Company jeans, Ducati Corse SBK Pro full-face helmet and Ducati Corse City boots.

Tour HV high-viz fabric jacket, fully waterproof and breathable; Ducati HV Pro full-face helmet with yellow high-viz graphics and reflective inserts; Sport leather-fabric gloves with carbon fibre knuckle protection, also available in a white/red version.



UNMISTAKABLE DUCATI DESIGN,
100% MECCANO STYLE!



It's really true, bikes are ageless! The Monster 1200 S is the first model in the new range of kits by Meccano, a leading brand in the children's toy sector that has now created a construction line dedicated to Ducati.



Meccano strips have been used to build the Monster 1:1 scale model that faithfully reproduces the bike.

MECCANO

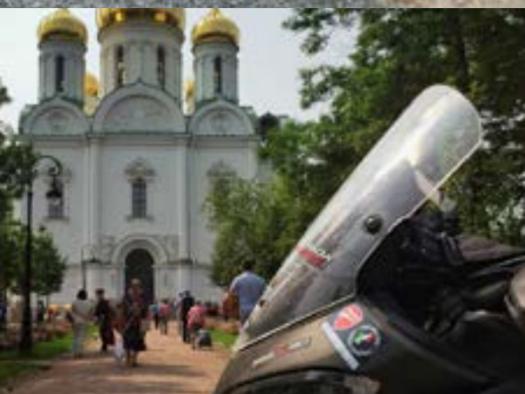
www.meccano.com



1
BIKE



90
YEARS OF
DUCATI HISTORY



41.903
KM



26
COUNTRIES



GLOBETROTTER 90th

THE GLOBETROTTER 90th TRIP AROUND THE WORLD STARRING 7 RIDERS HAS COME TO AN END. A UNIQUE EXPERIENCE, IN DISCOVERY OF PLACES THAT ARE PART OF THE HISTORY OF THE DUCATI BRAND.



Vir Nakai
India



Borgo Panigale -
Moscow
6,950 km

Laurent Cochet
France



Moscow -
Vladivostok
11,400 km

Jessica Leyne
Belgium



Tokyo -
San Francisco
4,100 km

Eduardo Generali
Brazil



San Francisco -
Indianapolis
7,060 km

Steve Fraser
Australia



Indianapolis -
Summit
6,043 km

Hugo Wilson
United Kingdom



Summit -
Isle of Mann
3,950 km

Timo Schaefer
Germany



Isle of Mann -
Borgo Panigale
2,400 km



The torch that the
Ducati Globetrotters
used as a "baton"
during their voyage
around the world.

SUPERSPORT



SPORT, MADE LIGHT

WHEREVER YOU RIDE, THE SUPERSPORT GUARANTEES ELECTRIFYING SPORT RIDING. FROM WEEKEND ROUTES TO EVERYDAY ROADS, FROM CITY STREETS TO TWISTING COUNTRY PATHS. MAKE EVERY RIDE AN OPPORTUNITY TO UNLEASH YOUR SPORTING INSTINCT.

SPORTING DNA AND VERSATILITY, THE NEW SUPERSPORT IS THE COMBINING JAW-DROPPING TECHNOLOGY AND DESIGN AS ONLY

PURE, STYLISH EMBODIMENT OF THE SPORT ROAD BIKE CONCEPT, DUCATI KNOWS HOW.



This is what Ducatisti have been waiting for. And, at last, it's here. The new SuperSport makes every rider a racer: it maximises the Ducati sport concept, ensuring it is up-to-the-minute and accessible to everyone on everyday roads. Smart design incorporates classic Ducati sports elements such as the sculpted tank, single-sided swingarm and side silencer, which leaves the rear wheel Y-spokes on view.

The latest version of the Ducati Trellis frame, which

exploits the engine as a load-bearing element, helps keep kerb weight to 210 kg. The SuperSport combines comfort, performance and versatility: a fully redesigned ergonomic triangle ensures a comfortable riding position, the screen can be raised 50 mm (highlighting its touring capabilities) and the thoroughbred sport-style chassis geometry makes it agile and fun, stable at high speeds and ready to boogie through the bends thanks to a maximum lean

angle of 48°. Underneath its stylish skin lies a 937 cc twin-cylinder Testastretta 11° engine that unleashes 113 hp at 9000 rpm and a maximum torque of 9.86 kgm at 6500 rpm, of which 80% is already available at 3000 rpm, guaranteeing constant pulling power. Three Riding Modes and precision electronic control ensure an ever-ready, easily controlled throttle response. Moreover, active safety is enhanced thanks to a Ducati Safety Pack that includes

Bosch ABS and Ducati Traction Control. For those who really want to feel the part, the sophisticated S version adds fully adjustable Öhlins suspension and the up/down function, unleashing the bike's sporting soul and ratcheting up the fun factor. A broad range of accessories - bundled in the Sport, Touring and Urban packs but also available individually - bring out the bike's versatility in full.

OUTSTANDING ERGONOMICS ENSURE A COMFORTABLE POSITION,
ENSURES AWESOME SPORT RIDING.

BUT WHEN THE PACE PICKS UP EXCELLENT FREEDOM OF MOVEMENT



SUPERSPORT TECHNICAL SPECIFICATIONS

Ducati Testastretta 11° L-twin engine, Desmodromic timing (4 valves per cylinder), liquid-cooled, engine displacement 937 cc, max power 113 hp at 9000 rpm (the power values indicated are measured using a chassis dynamometer. Homologated power data, as quoted in the Bike Registration Document, is measured using an engine dynamometer in accordance with the homologation regulation. The two power values may differ because of the different measuring equipment), max torque 9.8 kgm at 6500 rpm. 6-speed gearbox Tubular steel Trellis frame attached to the cylinder heads, adjustable suspension (Öhlins on the S version), Brembo brake discs with front monobloc calipers. Seat height 810 mm, wheelbase 1,478 mm, kerb weight 210 kg. Tyres: Pirelli Diablo Rosso III, front 120/70 ZR17, rear 180/55 ZR17. Adjustable screen. Electronics package: Riding Modes, Bosch ABS, Ducati Traction Control, LCD Display, headlight with Daytime Running Light (DRL), can be equipped with Ducati Quick Shift up/down (as standard on the S version). Euro 4 - CO₂ emissions 136 g/km - Consumption 5.9 l/100 km.

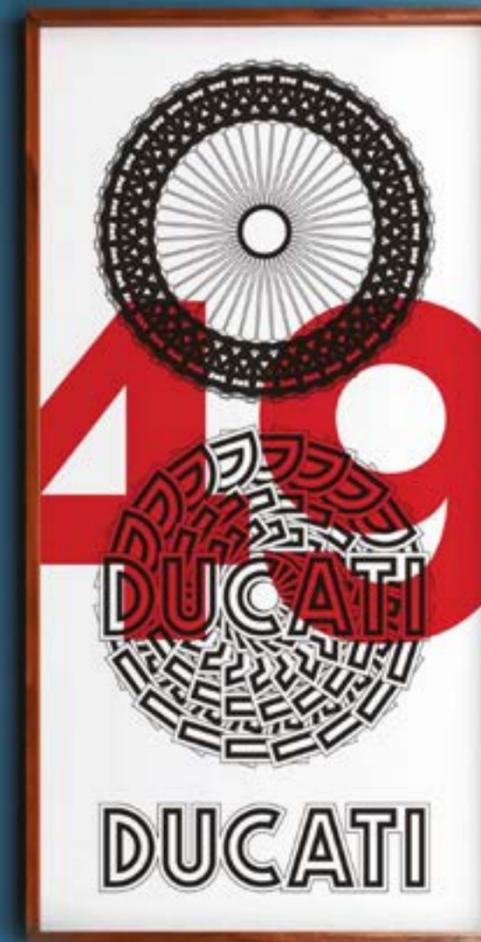
NEW SUPERSPORT ELECTED BEST LOOKING BIKE AT THE 2016 EICMA SHOW

Receiving no less than 31.4% of the votes, the new Ducati SuperSport was crowned 'best-looking bike' at EICMA 2016. This stunning 74th edition of the Milan-held bike show was thus brought to a close by a public (who, for five days, filled and enlivened the halls of the International Trade Fair Centre at Milan-Rho) who decided that, out of all the bikes there, the SuperSport was their favourite. The result was

the outcome of the "Vote and Win the Show's Best-Looking Bike" survey, organised by Italian magazine Motociclismo. This was the 12th edition of a survey that has been won by Ducati no less than eight times (including straight wins over the last four editions) with bikes that, ever since their very first appearance at the show, have changed the international motorcycling landscape.



DUCATI PERFORMANCE ACCESSORIES GIVE THE SUPERSPORT EXCLUSIVE CHARACTER. PARTS DESIGNED USING ONLY THE BEST MATERIALS THAT OFFER OUTSTANDING EFFECTIVENESS, LIGHTNESS AND APPEAL.



Ignite your passion with
Ducati Wall Art

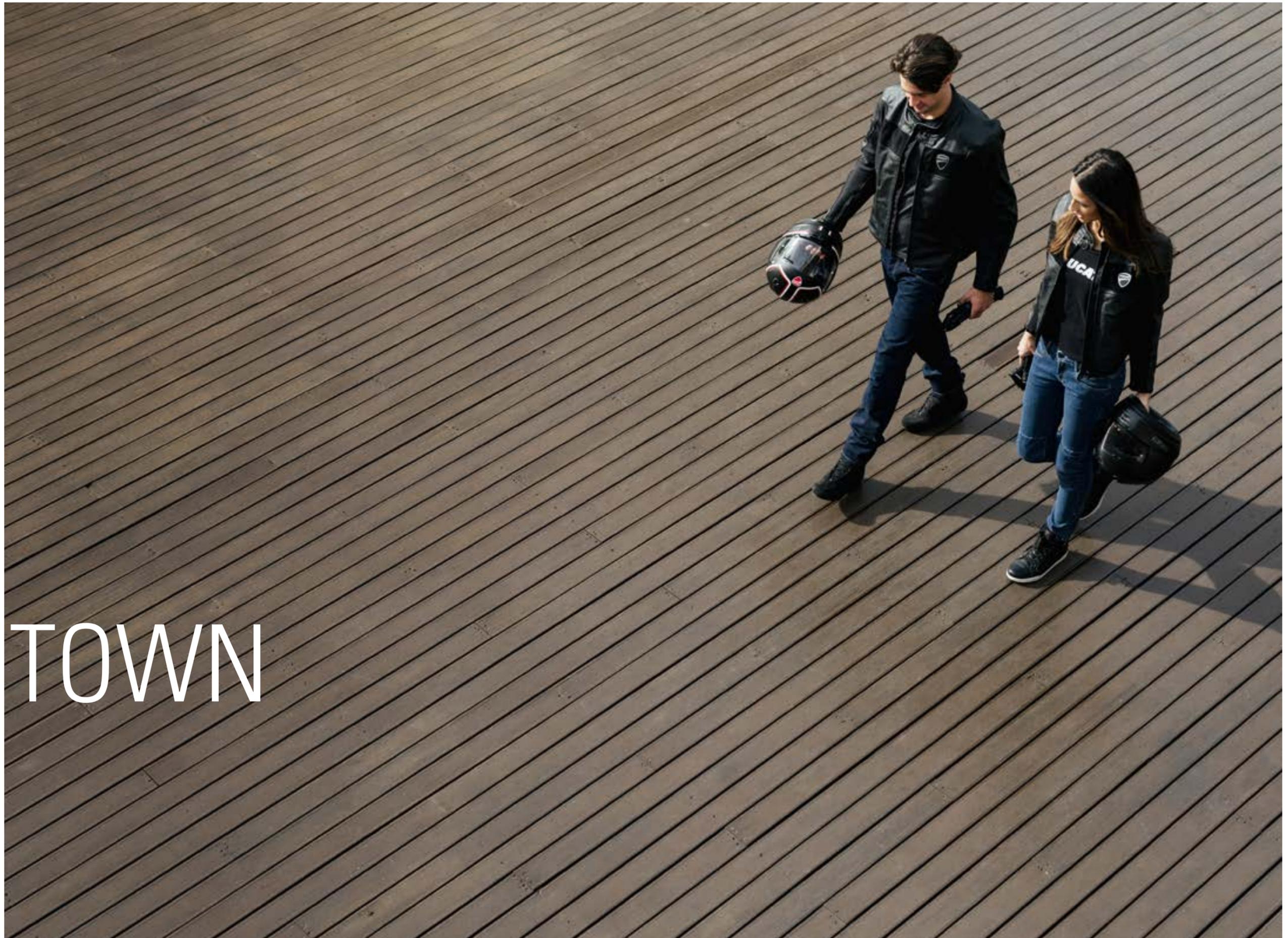


Ducati Collection exclusively found at
www.bearty.com



CONTEMPORARY,
ESSENTIAL LINES
TO ENHANCE YOUR
URBAN STYLE
WITHOUT
COMPROMISING
ON COMFORT
OR SAFETY.

DOWN TOWN



The Company leather jacket, fully certified, ensures that both he and she are dressed in style. Complete with shoulder and elbow protectors and a back pocket for a back guard, it is available in both red and black for men, and in black for women. For the perfect urban look, the Company jeans conceal soft removable protectors at the knee. These garments are ideally paired with the Logo total black helmet or the Redline helmet, centre, with its subtle but bold graphics.





Left: Classic leather jackets for both him and her, especially soft and comfortable thanks to the application of oils and waxes, Company technical jeans, Dark Rider full-face helmet. For him, Company riding boots; for her, Urban boots and Summer leather-fabric gloves.
Top right: D-Attitude sweatshirt (women's version also available) for him, short-sleeved D-Attitude Polo for her (men's version also available). Both wear Company jeans. Below right: brown DOWNTOWN leather jacket, also available in a standard black or perforated version.



Left: Company jeans for him and her and Downtown leather jacket with soft Pro Shape protectors. Right: under the Downtown jacket, Ducatiana T-shirt, also available in black and in a men's version (red, white, black and grey).

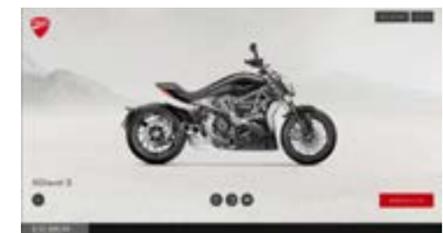


True Ducatisti don't set aside their passion when they climb off their bikes. For this reason we have created leather garments, without protectors, for a biker lifestyle look: left and centre, the Vintage jacket for him and her; right, the Ducati leather bomber jacket, a modern take on a great classic.



CHOOSE MADE-TO-MEASURE STYLE FOR YOU AND YOUR XDIAVEL

The XDiavel brings Ducati values to the cruiser world, doing so with a grit and personality that merges two apparently opposing worlds: the relaxed riding typical of a cruiser and the dynamic performance of a true Ducati. To add to this versatile mix, the new configurator lets you customise your XDiavel right from the word go, thanks to two completely new product lines, one dedicated to accessories, the other to apparel. This lets you choose the best "outfit" for both bike and rider with an assortment of accessories and clothing items that take XDiavel style to new heights. After choosing between the XDiavel and XDiavel S, you can either select a pre-matched Ducati pack or choose individual accessories and combine them with your preferred clothing items. Each configuration can be saved and sent to your local dealer, who can provide useful feedback and smoothe the purchase process.



THE XDIAVEL SHOWN IN THE PHOTO IS EQUIPPED WITH THE FOLLOWING ACCESSORIES: Rear brake reservoir cover, Billet aluminium brake and clutch levers, Rear brake and gear shift lever set, Forged aluminium wheels, Racing silencers with connector, Billet aluminium rear view mirrors, Carbon fibre front mudguard, Carbon fibre radiator cover, Carbon fibre headlight frame, carbon fibre rear mudguard, Billet aluminium pinion cover, Billet aluminium flange, Billet aluminium frame plugs, Aesthetic handlebar bushings, Billet aluminium handlebar end weights, Timing inspection cover, Aluminium belt cover, Billet aluminium petrol cap.

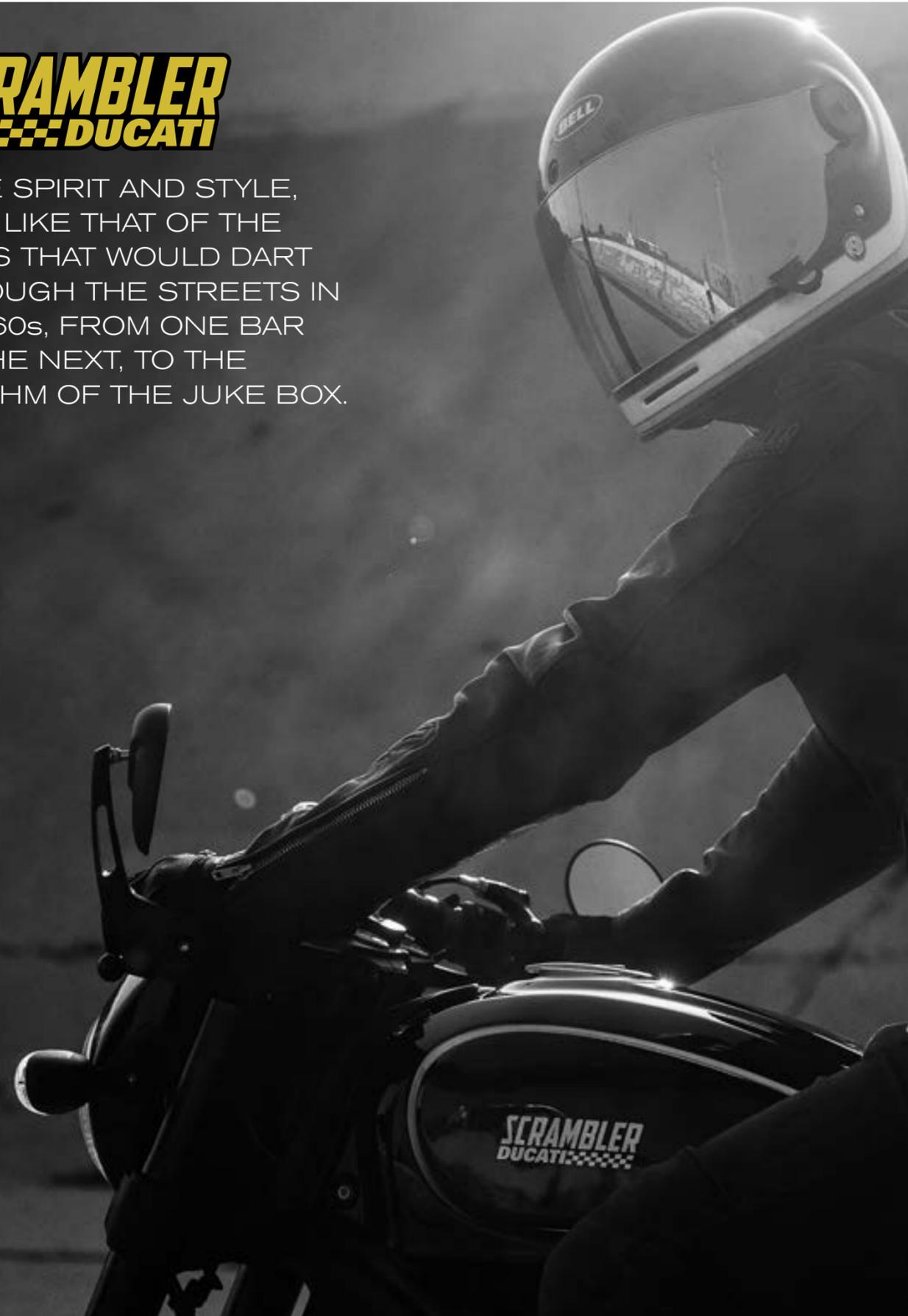
SCRAMBLER

DUCATI

THE LAND OF JOY WELCOMES TWO NEW BIKES INTO THE SCRAMBLER FOLD, IN THE SHAPE OF THE DESERT SLED AND THE CAFÉ RACER, BOTH INSPIRED BY AN AGE THAT, WITH ITS REVOLUTIONISING OF STYLES AND TRENDS, HAS LEFT A SIGNIFICANT IMPRESSION ON THE TWO-WHEELED WORLD.

SCRAMBLER DUCATI

FREE SPIRIT AND STYLE,
JUST LIKE THAT OF THE
BIKES THAT WOULD DART
THROUGH THE STREETS IN
THE 60s, FROM ONE BAR
TO THE NEXT, TO THE
RHYTHM OF THE JUKE BOX.



REVOLUTION 54

The Land of Joy wouldn't be complete without a Ducati Scrambler interpretation of the legendary bikes that, back in the 60s, led to the birth of exciting drag races between courageous and visionary young bikers, part of the Rocker movement. Their actions literally revolutionised the two-wheeled world and the Scrambler® Cafè Racer recalls a philosophy that was all the rage in the swinging 60s.

The 17" wheels with Pirelli Diablo Rosso II tyres, 120/70 ZR 17 at the front and 180/55 ZR 17 at the back, are at the heart of this version, which retains a Ducati Scrambler spirit while offering numerous customisation options. The typical Ducati Scrambler tear-drop tank with interchangeable covers is coupled with a dedicated seat with passenger seat cover. The half-handlebars with rear-view mirrors applied to the far ends are one of the 'musts' of the genre, as well as the Termignoni exhaust with double silencer and black anodised aluminium cover, the front fairing, the side race number holder and short mudguard, all clear reference to the 1960s racing world. With its "Black Coffee" colour scheme, the Scrambler® Cafè Racer extends the Ducati Scrambler brand, reinterpreting what was one of the most influential movements in the history of motorcycling.

The race number holder on the side of the Scrambler® Cafè Racer features 54, in homage to rider Bruno Spaggiari, who famously jumped along the straight during the 1968 Cesenatico Grand Prix, riding a Ducati with an engine derived from the Scrambler 350.



SCRAMBLER X
DUCATI



scramblerducati.com



#scramblerducati

THE NEW DUCATI SCRAMBLER® DESERT SLED
FREES ITS OFF-ROAD SPIRIT, REINTERPRETING THE SPIRIT
OF LEGENDARY CALIFORNIAN DESERT RACES



SCRAMBLER® DESERT SLED

Straight out of the Californian desert and mountains, the Ducati Scrambler® Desert Sled arrives in the Land of Joy, with a new interpretation inspired by the off-road bike world that made history in the United States in the 60s and 70s.

Thanks to the new riding position, higher seat, modified frame and suspension, spoked rims with 19" front wheel, knobby tyres and brand new lines, this bike is ideal for those who want to leave the road behind and head off the beaten track. The Ducati Scrambler® Desert Sled inherits the logo of the Urban Enduro, from which it naturally evolves, albeit with greater off-road character, emphasised by the homologated grille for the front headlight, the footpegs with removable rubber pads, high mudguards specifically designed for this version and, of course, the unmistakable engine protection shield.

The name Desert Sled refers to those bikes, 500 cc and over, that were modified by American riders with specific protectors to guard against any unexpected impacts or debris. Equipment that the new Ducati Scrambler® Desert Sled fully respects, while also adding those lifestyle values for which the Ducati Scrambler family is known.



SCRAMBLER DUCATI



Sixty2 400 cc. Atomic Tangerine



Icon 800 cc. Rosso Ducati



Classic 800 cc. Orange Sunshine



Café Racer 800 cc. Black Coffee

NEW



Sixty2 400 cc. Shining Black



Icon 800 cc. Silver Ice

NEW



Classic 800 cc. Sugar White

NEW



Desert Sled 800 cc. White Mirage

NEW



Sixty2 400 cc. Ocean Grey



Icon 800 cc. '62 Yellow



Full Throttle 800 cc. Deep Black



Desert Sled 800 cc. Red Dusk

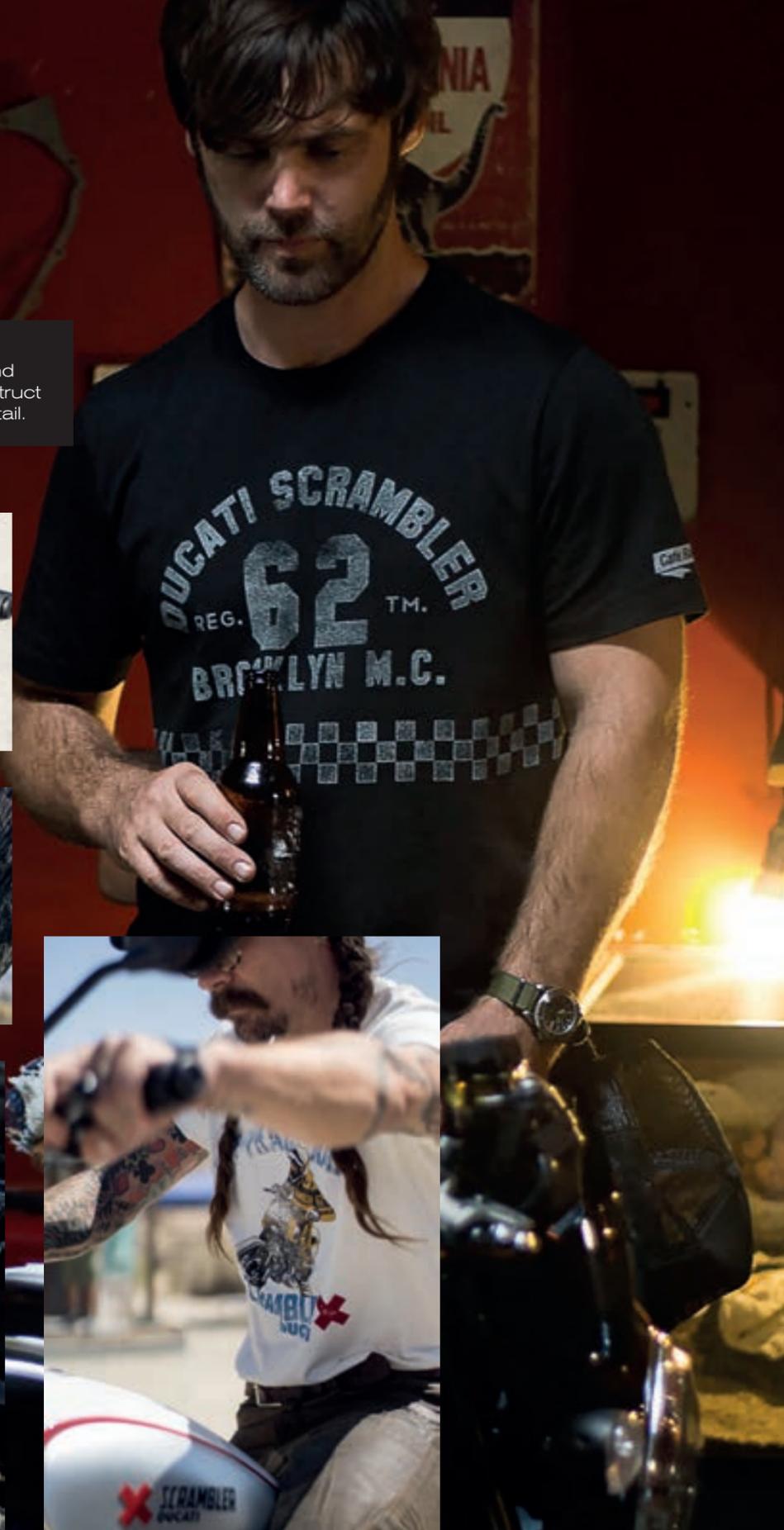
NEW

With the arrival of the new Desert Sled and Café Racer, the Land of Joy now boasts 6 different interpretations of the Ducati Scrambler spirit. These are not simply different versions of the same model but bikes that stand out for their technical characteristics, riding set-up and stylistic identity. From the agile and accessible Sixty2 with its 400 cc engine to the unmistakable design of the 800 cc Icon, which shares

its technical base with the captivating Classic and the gutsy Full Throttle, right down to the sophistication of the Café Racer and the off-road capabilities of the Desert Sled, also equipped with the larger Desmodue twin-cylinder engine. For the 2017 Model Year, the range is enriched with two new colours: Silver Ice for the Icon and Sugar White for the Classic, further expanding the choices available in the Land of Joy.

SCRAMBLER LIFESTYLE

The Ducati Scrambler® apparel and accessories enhance free expression and allow each individual to design and construct his/her own world, down to the finest detail.



THINK SCRAMBLER

DUCATI SCRAMBLER® IS MUCH MORE THAN A BIKE:
IT IS A LIFESTYLE, IT IS SHEER ENERGY,
IT IS THE BRAND OF CREATIVITY, FREE EXPRESSION
AND THE SHARING OF POSITIVE EMOTIONS.



ON-LINE CONFIGURATOR



THE TASTE OF JOY



ISTITUTO EUROPEO DI DESIGN



VIRTUAL REALITY

Activity in the Land of Joy knows no bounds and continues with numerous Ducati Scrambler-relation initiatives.

Work is already underway to plan the 2017 Days of Joy, events which allow fans to explore the Ducati Scrambler world with off-road rides, a beginners' riding school, cooking courses, countryside, outdoor activities and pure relaxation.

The Custom Rumble is also ready to kick off once more. The contest showcases the best customisations based on a Ducati Scrambler created by Ducati dealers from across the world, and will also be open to customisers and Ducati Scrambler customers this year.

For lovers of street food, there is "The Taste of Joy" app, designed for all those who dream of exploring Italy in discovery of new flavours and the tales of those who live, create and reinvent street food every day.

It's now possible to free your creativity and express your Ducati Scrambler spirit with the online configurator, which allows users to equip the various Ducati Scrambler models with a wide range of original accessories. Ducati Scrambler self-expression has also moved into the realm of virtual reality, starting with configuration of the Icon model.

Still on the theme of creativity, Ducati Scrambler and the European Design Institute continue to come up with new ideas, further testimony to the ironic and informal Ducati Scrambler approach.



CUSTOM RUMBLE



DAYS OF JOY



RADIO SCRAMBLER



Ducati Approved

Certified pre-owned

Ducati
The Redline Magazine
Ducati Motor Holding S.p.A.

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#Likecube.it

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Photos by:
Archivio Fotografico Ducati,
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 www.ducati.com

Ducati Motor Holding S.p.a.
Via Cavalieri Ducati, 3
40132 - Bologna Italy

Ducati Approved

Certified pre-owned

CERTIFIED AND GUARANTEED

EACH DUCATI IS BUILT OUT OF COMMITMENT, SKILL AND PASSION: THAT VALUE DESERVES TO BE PROTECTED. THANKS TO THE DUCATI APPROVED SCHEME, YOU CAN PURCHASE A USED DUCATI SAFE IN THE KNOWLEDGE THAT IT'S AS NEAR TO NEW AS CAN BE.

Each Ducati is built out of commitment, skill and passion: that value deserves to be protected. Thanks to the Ducati Approved scheme, you can purchase a used Ducati safe in the knowledge that it's as near to new as can be.

All vehicles in the Ducati Approved programme have to pass a 35-point Check List. All work is carried out by qualified Ducati technicians using only original spare parts, ensuring that bikes remain 100% Ducati, as the company itself selects them, and making sure only the very best bikes are placed on the market. Selection is strict, as only bikes less than 6 years old

(from the date of registration) with fewer than 50,000 km on the clock are admitted to the programme. Moreover, each Ducati Approved comes with a set of documents that, at the time of purchase, demonstrate regular workshop services, certify quality and guarantee unexpected repair cost warranty coverage. To underline the reliability of a "Ducati Approved" used bike, the programme includes an insurance policy covering any repair and roadside assistance costs (ACI Global throughout Europe); added value that allows the purchase to be made with confidence and peace of mind.



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