



February 2020

# COMPANY PROFILE - Ducati Motor Holding S.p.A

---

<b>Company</b> .....	2
Company introduction.....	2
Brand characteristics .....	2
Racing.....	2
Ducati Network .....	3
<b>Ducati model families</b> .....	4
<b>Related business units</b> .....	6
Ducati Accessories .....	6
Ducati Apparel.....	6
Ducati Licensing.....	6
Ducati Community .....	6
The Ducati Museum .....	7
Fondazione Ducati .....	7
Sustainability and environment protection .....	7
Dual Education System Italy (DESI) Project .....	8
<b>Facts and figures</b> .....	9

## Ducati Communications Department:

Communications Director Francesco Rapisarda +39 051 6413617; [francesco.rapisarda@ducati.com](mailto:francesco.rapisarda@ducati.com)

Product Communications Manager Giulio Fabbri +39 051 6413864; [giulio.fabbri@ducati.com](mailto:giulio.fabbri@ducati.com)

Press & Communications Manager Angelo Marino +39 051 6413668; [angelo.marino@ducati.com](mailto:angelo.marino@ducati.com)

Press Officer & Digital Press Irene Piccinini +39 051 6413721; [irene.piccinini@ducati.com](mailto:irene.piccinini@ducati.com)



## Company

### Company introduction

Founded in 1926, Ducati now builds racing-inspired motorcycles characterised by performance engines with desmodromic distribution, innovative design, and avant-garde technology. The company produces a range of premium motorcycles with technical and design features that covers the main market segments with the following model families: Diavel, XDiavel, Hypermotard, Monster, Multistrada, Panigale, Streetfighter and SuperSport. Ducati's main factory site and headquarters is located in the Borgo Panigale area of Bologna, Italy, with an additional assembly factory in the Rayong Province of Thailand and a CKD provider in Manaus, Brazil. In 2019, Ducati delivered 53,183 bikes to customers all over the world.

In 2015, Ducati launched Ducati Scrambler: not just a new motorcycle but rather a new brand, offering a whole new world, the "Land of Joy", made up of bikes, accessories and apparel that provide the last word in creativity and self-expression.

In November 2017, Ducati presented the Panigale V4, the first Ducati production bike to mount a 4-cylinder engine derived directly from the Desmosedici GP engine. For the last two years (2018, 2019) the Panigale V4 has been the world's best-selling sports bike. In 2018, Ducati introduced the Panigale V4 R, the bike which is currently racing in the SBK Championship.

In 2020 the Bologna-based manufacturer presented the new Streetfighter V4, the super-naked bike that fans all over the world have been waiting for. The Panigale V4 stripped of the fairings, with high and wide handlebars, 178 kg in weight, Desmosedici Stradale 1,103 cc engine with 208 hp, biplane wings and a latest generation electronic package: a combination which was defined as "The Fight Formula".

### Brand characteristics

Throughout its range, Ducati combines sophisticated, race-derived technology with unique brand characteristics such as Desmodromic valve control, 90° L-twin cylinder engines, innovative chassis solutions, benchmark electronics, unique sound and Italian Design.

### Racing

Ducati takes part in both the MotoGP and the Superbike World Championships. In the production-based Superbike series, Ducati has won 17 Manufacturers' titles and 14 Riders' titles and in 2011 passed the historic milestone of 300 race victories, while it has been competing in the premier-class MotoGP category since 2003, winning both the Manufacturers' and Riders' titles in 2007.



For 2020, the Mission Winnow Ducati Team will compete in the MotoGP Championship with the Italian riders Andrea Dovizioso and Danilo Petrucci. Michele Pirro continues to be the official test-rider, taking part as a wild-card in a handful of races. Jack Miller carries on racing with Pramac Racing, the only factory-supported Ducati team in MotoGP, together with Francesco "Pecco" Bagnaia.

Ducati races in the Superbike World Championship in partnership with Aruba, a leading Italian web hosting and cloud services company. For the 2020 season the Aruba.it Racing – Ducati Team lines up with Chaz Davies and Scott Redding as the factory riders.

Redding, winner of the 2019 British Superbike (BSB) with the Panigale V4 R, is the main novelty in the team. Also Chaz Davies will play a key role with his seven years of experience as a Ducati rider that brought an extraordinary outcome of 26 victories and 50 podiums.

### **Ducati Network**

Ducati motorcycles are delivered to owners in 90 countries worldwide. Main markets are Europe, North America and Asia Pacific. Ducati has more than 720 dealerships and the following 13 subsidiaries:

- Brazil – Ducati Do Brasil Industria e Comercio de Motocicletas Ltda.
- Canada – Ducati Canada Inc.
- France and Benelux – Ducati West Europe
- Netherland – Ducati North Europe B.V.
- Germany – Ducati Motor Deutschland GmbH
- Japan – Ducati Japan Ltd.
- India – Ducati India Private Limited
- Mexico – Ducati Motors de Mexico S. de R.L.
- Switzerland – Ducati (Schweiz) AG
- Thailand – Ducati Motor (Thailand) Co. Ltd.
- United Kingdom – Ducati U.K. Limited
- United States – Ducati North America, Inc.
- China – Shanghai Ducati Trading Co., Ltd.



## Ducati model families

- › **Ducati Diavel**
  - › Diavel 1260 S
  - › Diavel 1260
  
- › **Ducati XDiavel**
  - › XDiavel
  - › XDiavel S
  
- › **Ducati Hypermotard**
  - › Hypermotard 950
  - › Hypermotard 950 SP
  
- › **Ducati Monster**
  - › Monster 797
  - › Monster 821
  - › Monster 821 stealth
  - › Monster 1200
  - › Monster 1200 S
  
- › **Ducati Multistrada**
  - › Multistrada 950
  - › Multistrada 950 S
  - › Multistrada 1260
  - › Multistrada 1260 S
  - › Multistrada 1260 S Grand Tour
  - › Multistrada 1260 D|air®
  - › Multistrada 1260 Pikes Peak
  - › Multistrada 1260 Enduro
  
- › **Ducati Panigale**
  - › Panigale V2
  - › Panigale V4
  - › Panigale V4 S
  - › Panigale V4 R
  - › Superleggera V4



- › **Ducati Streetfighter**
  - › Streetfighter V4
  - › Streetfighter V4 S
  
- › **Ducati SuperSport**
  - › SuperSport
  - › SuperSport S
  
- › **Ducati Scrambler**
  - › Ducati Scrambler Sixty2
  - › Ducati Scrambler Icon
  - › Ducati Scrambler Icon Dark
  - › Ducati Scrambler Full Throttle
  - › Ducati Scrambler Café Racer
  - › Ducati Scrambler Desert Sled
  - › Ducati Scrambler 1100 PRO
  - › Ducati Scrambler 1100 Sport PRO
  
- › **Ducati E-MTB**
  - › MIG-RR
  - › Ducati MIG-RR Limited Edition
  - › Ducati MIG-S
  - › E-Scrambler



## Related business units

### Ducati Accessories

Style, performance, quality and technology. These exclusive values are what characterises Ducati Performance components. Born in the Ducati Design Centre, thanks to the creativity and competence of Ducati designers, they are created in harmony with the development of the motorcycles and under rigorous tests in terms of functionality and reliability, both in the laboratory and on the road.

### Ducati Apparel

Born in 1998, the Ducati branded clothing collection has grown year after year with increasingly high-performing bike clothes, as well as articles and accessories for free time use. The development of a line dedicated to Ducati enthusiasts has led to the birth of numerous collaborations with top brands spanning every sector, partnerships that have given rise to extremely high quality products that combine aesthetics, safety, innovation and attention to detail.

The common denominator of all the garments designed for riding is the attention to comfort, performance and the protection of the rider, three aspects that are combined in different proportions in each case, depending on bike usage and riding style. The Ducati clothing collection is perfectly divided into four worlds: Racing, Sport, Touring and Urban, each of which contains garments with characteristics that respond to specific needs.

### Ducati Licensing

Ducati attracts and develops creative agreements with other leading companies, which enable exclusive and high-end products via its broad licensing programs. The strategic partnerships deliver an exciting and authentic brand image and produce desirable items for people who want to stand out in style and want to live a 360° Ducati experience. The dedicated business unit presents a wide-range of licensed products, from toys to fashion, from accessories to perfumes, watches and a format linked to food services, the Scrambler Ducati Food Factory: all these projects further enhance Ducati's brand awareness while generating additional company revenues.

### Ducati Community

Ducati's brand strength is built upon a passionate ownership experience and the possibility for clients to "touch" the company via the Ducati Community. With Factory and Museum visits, dedicated Ducati Grandstands at races and events like World Ducati Week (1998, 2000, 2002, 2004, 2007, 2010, 2012, 2014, 2016, 2018, scheduled for 2020), owners are constantly provided the possibility to be close to the company, a "reason to believe" in its product, and the motivation to belong to its community as a "member of the family". The Ducati Riding Experience (DRE) is a perfect example of Ducati



Community events and underlines the company's responsible attitude to motorcycle safety. The full brand-immersion riding school uses highly experienced instructors and ex-World Champions to teach in a range of DRE courses from absolute beginners and intermediate road riders to highly competent track riders.

### **The Ducati Museum**

The new Ducati Museum presents the most iconic racing and street bikes that have written Ducati history. It tells the Ducati story according to three narrative paths: the history of the production bikes, the brand's great racing heritage and, lastly, in the company's history. From the pre-motorcycle products manufactured by the Ducati brothers in 1926 and the popular 1946 "Cucciolo" to the world-beating Desmosedici GP motorcycle, the Museum hosts more than 44 legendary motorcycles, of which 26 are racing bikes and 18 street bikes. The area dedicated to the production bikes is divided in four rooms, and every product is presented with its relative technical data and the description of the single components. Furthermore, there are artistic installations which make the exhibition even more actual and emotional.

### **Fondazione Ducati**

The Fondazione Ducati participates in nonprofit activities linked to the world of Ducati and always puts passion and skill into its work. The Fondazione operates in many fields, particularly social, educational and cultural initiatives and it promotes information and awareness campaigns regarding road safety at the national and European level. Through the School of Restoration the Fondazione also carries out initiatives aimed at preserving and raising the profile of the company's technical and historical heritage as well as modern activities in the automotive field. The Fondazione also creates training initiatives through the Fisica in Moto project, a hands-on laboratory which takes students through an exciting, fun and educational path in the Ducati factory. Lastly, in order to promote the history of the company and its motorcycles, the Fondazione also manages the Ducati Museum located within the Borgo Panigale factory in Bologna. The museum is visited each year by numerous fans from all over the world.

### **Sustainability and environment protection**

The protection of the environment and the reduction of the environmental impact due to its activities is a key theme in the development and continuous growth of Ducati. For this reason, in 2013, Ducati has embarked on a path towards sustainability with an Environmental Management System, defining its Environmental Policy and identifying a set of objectives and targets for the protection and safeguard of the environment.

As guarantee of work carried out, in 2014 Ducati has achieved certification for its Environmental Management System according to the ISO 14001:2004 International Standard.



In 2016, to concretely demonstrate the growing attention to sustainability, Ducati has decided, for the first time in its history, to certify to ISO 20121 the Sustainable Management System of "World Ducati Week 2016" event, by acquiring also a Sustainable Development policy. The World Ducati Week is the only event in the world, in the motorcycle field, certified according to ISO 20121:2013.

In October 2017, Ducati passed the certification audit on its Environmental Management System in accordance with the new 2015 version of ISO 14001.

There are also numerous activities developed within the Company over the years to mitigate the environmental impacts of its activities, such as the installation of a trigeneration plant able of supplying electricity, heat and refrigeration energy by reducing CO2 emissions into atmosphere, the reduction of volatile organic solvents, the activation of a biomonitoring project with bees.

### **Dual Education System Italy (DESI) Project**

Since September 2014, Ducati and Lamborghini, Italian companies part of Audi group, have been developing "Dual Education System Italy", a new process for education and training in Italy. The project enables young Italians to take the next important step of their dual education and training. DESI has been created in cooperation with the Volkswagen Workforce Foundation, the Italian Ministry for Teaching, Universities and Research, and the Ministry of Education of the region Emilia Romagna.

Based on the dual model already used in Germany, Ducati and Lamborghini aim to merge schooling with practical on-the-job training schemes within the company. In cooperation with the Fioravanti Belluzzi and Aldini Valeriani colleges in Bologna, 48 youngsters in the first edition and 26 in the second followed a dual education path in three different sectors as a way of getting ready for the labour market.



## Facts and figures

### Ducati Motor Holding S.p.A

Chairman of the Board of Management:	Bram Schot
Chief Executive Officer:	Claudio Domenicali
Employees global (31/12/2019):	1,655
Deliveries to customers (2019):	53,183
Production (2019):	51,723

### Ducati Bologna site

Established:	1935
Site area:	114,873 m <sup>2</sup>
Building area:	71,657 m <sup>2</sup>
Employees (31/12/2019):	1,276
Production (Bologna 2019):	42,759

### Ducati Thailand site

Location:	Amphur Plakdaeng, Rayong
Established:	2011
Site area:	45,000 m <sup>2</sup>
Building area:	22,000 m <sup>2</sup>
Employees (31/12/2019):	200
Production (2019):	8,038

### Ducati Brazil operation

Location:	Manaus
Start of production:	2012
Operation:	CKD service provider
Employees (31/12/2019):	11
Production (Brazil 2019):	926