

March 2023

Ducati Motor Holding S.p.A. (Italy)

Facts & Figures (as of December 31, 2022)

- Established: 1926
- Production (2022): 70,295 motorcycles
- Chairman and CEO: Claudio Domenicali
- Employees: 2,023

Portrait

Powerful engines, unmistakable design, innovative technologies, and a burning passion for motorcycles: That is the credo of success the company has always followed in developing and building its world-renowned bikes. Ducati Motor Holding S.p.A., located in Borgo Panigale near Bologna, closed out 2022 with a new record. Ducati delivered 61,562 motorcycles to customers all over the world, an increase in sales of 3.6 percent over the previous year.

“2022 was a very successful year for Ducati,” says Claudio Domenicali, CEO of the brand. “We delivered over 60,000 motorcycles. A figure never before achieved in the company’s history. In the sporting field, we won everything that was possible to win, achieving the Triple Crown in both MotoGP™ and WorldSBK. A historic result and the culmination of a perfect sporting season. In 2023 an exciting new chapter begins with the start of the FIM Enel MotoE™ World Championship, where the very first Ducati MotoE will take to the track.”

Ducati offers a wide range of products in the most important market segments with the following product families: Diavel*, XDiavel*, Hypermotard*, Monster*, Multistrada, Panigale, Streetfighter, SuperSport*, Scrambler Ducati*, and DesertX*. In 2019, Ducati also began building high-value electrified mountain bikes and city e-bikes.

New models for 2023

For the first time, Ducati will make the Diavel available with the V4 Granturismo engine making 168 hp. The new Streetfighter V4 and Streetfighter V4 SP2 are also spectacular. The Panigale V4 R reaches an impressive 240 hp in race trim and is more akin to a MotoGP bike than any other motorcycle, thanks in part to its race-pattern gearshift with neutral lockout. With its 30-liter tank, the new Multistrada V4 Rally is ready for traveling adventures.

The new generation of the Ducati Scrambler “Icon”, “Full Throttle”, and “Nightshift” is aimed at young and young-at-heart motorcyclists.



Sophisticated technology, characteristic design

Style, Sophistication, and Performance are the core values of the brand. Ducati motorcycles are the purest expression of refined engineering, unmistakable design, and, above all, great passion. The essence of Italian style shows through the lines of each motorcycle, in which lightness, technology, and high performance are at the service of all motorcyclists eager to live an incredible experience on two wheels. The highest standards of quality, constant innovation, and attention to rider safety are just some of the qualities that identify Ducati motorcycles and guide the development of each new product. Strengthened by its unique history and its roots, has Ducati has never taken its eyes off its ambitious vision: to be the most desirable brand for powerful two-wheel products.

Ducati distributes its motorcycles to customers in more than 90 countries. The most important markets are Europe, North America, and Asia Pacific. Ducati has 820 franchised dealers and 14 subsidiaries.

Motorsports

Motorsports and Ducati are inextricably linked. With its racing division Ducati Corse, the Ducati brand has been actively involved in motorcycle racing for decades.

The transfer of technology from the racetrack to production motorcycles is a key success factor to the brand. From aerodynamics and ergonomics to the engine and the frame: all technical aspects can benefit from the constant transfer of knowledge. “By testing our innovations and our pioneering technology solutions on the world’s racetracks, we provide the Ducatisti with exciting and desirable products,” says Claudio Domenicali, CEO of Ducati Motor Holding.

2022 went down in history as the brand’s most successful year in motorsports. Francesco “Pecco” Bagnaia clinched the MotoGP Riders’ title after an unprecedented comeback – the second World Championship in this category for Ducati following Casey Stoner’s 2007 title. After the tenth World Championship round, Bagnaia was trailing the leading rider by 91 points. In the end, his seven wins, ten podium finishes, and five pole positions were unbeaten in the 2022 season. Additionally, the brand won the Constructors’ and Teams’ World Titles.

Bagnaia is the first Italian to win the MotoGP Championship riding an Italian motorcycle. Ducati had previously won the Constructors’ World Title in 2007, 2020, and 2021. In 2007 and 2021 they also won the Teams’ Title. In total, Ducati achieved 32 podium finishes with six individual riders during the 2022 MotoGP season.

In the 2022 WorldSKB Championship, Ducati also claimed all available titles. In addition to Álvaro Bautista’s Riders’ title, the Constructors’ and Teams’ Titles in this prestigious racing series went to the brand from Borgo Panigale too. Starting in the 2023 season, Ducati will be the sole vehicle provider for the FIM Enel MotoE™ World Championship, the electric class of MotoGP. As always at Ducati, racing competition will be a development laboratory for technologies and solutions that, when battery technology allows, will subsequently be

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transferred to series products, becoming a reality for all motorcyclists. As a member of the Audi Group, Ducati is ideally positioned to benefit from the exchange of know-how related to electric drivetrains.

Sustainability

At Ducati, protecting the environment is a top priority. Sustainability informs the actions at the company's location as well as in the development of the brand. An attitude that Claudio Domenicali, Ducati CEO, affirms: "Sustainability is relevant in all our business divisions, from industrial production to event organization and the daily actions of each and every employee through to the development of future products."

Since 2013, the company's path toward more sustainability has been shaped by an environmental guideline in which Ducati defines goals for the protection and conservation of the environment. Ducati's environmental management system was certified according to the international standard ISO 14001:2004 in 2014. Moreover, in 2022 Ducati adopted a new environmental and sustainability strategy that lays out the company's environmental principles.

In recent history, Ducati has launched numerous activities to reduce the detrimental effects of production on the environment. In 2016, the company installed a trigeneration plant that supplies its Bologna site with electricity, heat, and refrigeration while significantly lowering CO₂ emissions. Additional electricity used is procured from renewable sources. Since its commissioning, the trigeneration plant has avoided the emission of 9,369 tons of CO₂ into the atmosphere (data updated to 31/12/2022). In the year 2022 alone, 1,508 tons of CO₂ were saved, an amount equivalent to what 2,971 New York–Rome flights release per passenger. Additionally, the Bologna factory is cutting back on the use of volatile organic compounds. Another important aspect is the reduction of waste: to date Ducati sends 98% of the waste produced by its activities to resource recovery (data updated to December 31, 2022).

In order to support its course toward more sustainability, the company also established a biomonitoring project with bees in 2016. As part of this program undertaken in partnership with the Faculty of Veterinary Science of the University of Teramo, Ducati is using around 500,000 bees as bioindicators to protect biodiversity.

The project allows Ducati to check for sources of pollution present in the ecosystem of the five project beehives. Specialists were able to identify 278 potential pollutants, among them heavy metals, furans, dioxins, and pesticides. In 2020, Ducati joined the European project SU-EATABLE LIFE to promote the serving of sustainable meals in the company canteen. During a seven-month experimentation phase, Ducati was able to reduce its environmental footprint by 30 tons of CO₂ and around 23 million liters of water, while making all users of the company canteen aware of the environmental impact of food as well as of the importance of choosing a balanced diet.

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At Ducati, sustainability is also the guiding principle in organizing events, as evidenced by the company's ISO 20121 certification for sustainable event management, which Ducati received to mark the 2016, 2018, and 2022 editions of World Ducati Week (WDW). The WDW has been the first event in the worldwide two-wheel sector to be certified as sustainable.

At the end of 2022, Ducati inaugurated a new building covering an area of 4,400 m² and housing the last phase of the production cycle, which consists of the final dressing of the motorcycle. Thanks to energy-efficient materials and technical systems, the structure has been classified a so-called Nearly Zero Energy Building (NZEB). On the roof, a 170 kWp photovoltaic system was installed by Ducati; it is able to produce more than 200 MWh of clean energy per year.

An important reduction in energy consumption inside the new facility also comes from the use of high-efficiency air-conditioning systems and natural lighting. To this end, large glass and polycarbonate surfaces were installed. In the courtyard, there is an open-air green space. All artificial lighting, on the other hand, is exclusively entrusted to LED lamps. An underground rainwater tank stores about 150 m³. Ducati reuses around 90% of the rainwater for industrial processes. Given the proximity of the new building to the biomonitoring station and its bees, Ducati has decided to use bioindicator insects to monitor and analyze the environmental impact generated by the various phases of the construction of the new building.

History

In 1946, Ducati started producing its very first motorcycle related product: the Cucciolo was a clip-on engine for bicycles that had pedals and displaced 48cc. In 1949, Ducati's first full motorcycle rolled off the production line. Its auxiliary engine was developed starting from the one fitted to the Cucciolo as a base. In the 1970s, V-twin engines caused a sensation with their vertical shaft drive. In 1987, the Ducati 851 blazed a new trail for the Superbike model series with liquid-cooled engines. In 1994, the Ducati 916 set new standards in motorcycle design. Today, with its broad range of models from the off-road specialist DesertX* to the uncompromising sport bike Panigale V4*, Ducati caters to the diverse tastes of many motorcycle enthusiasts the world over. In 2022, the Italian manufacturer located in the Borgo Panigale area of Bologna delivered 61,562 motorcycles worldwide.

On July 4, 1926, Ducati brothers Adriano, Bruno, and Marcello founded the "Società Scientifica Radiobrevetti Ducati". Ducati's first products were condensers for radio equipment. In 1954, the company was split into two entities: Ducati Elettronica S.p.A. and the motorcycle manufacturer Ducati Meccanica S.p.A. Italian motorbike designer Fabio Taglioni's joining of the company in 1954 heralded the era of Ducati's characteristic desmodromic engine design with forced valve control that relinquishes valve springs and enables higher RPMs.

Under the ownership of IRI – EFIM – Finmeccanica at the outset of the 1980s, Ducati's annual production sank to as low as 3,000 motorcycles. On June 1, 1983, IRI – EFIM – Finmeccanica entered into a joint venture with Cagiva. When Cagiva took over Ducati altogether two years

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later, the former pledged to continue producing a line of motorcycles under the Ducati brand name. In 1996, Ducati ran into serious difficulties – production sank from 20,989 motorcycles in 1995 to 12,509. After collapsing sales in 1996, Cagiva and the American Texas Pacific Group (TPG) founded the joint venture Ducati Motor. In 1998, TPG purchased Cagiva’s remaining 49 percent share in the company.

2006 was a year of anniversaries: 80 years of Ducati, 60 years of motorcycle production, and 50 years of desmodromic valves. In the same year, TPG sold its 30% stake in Ducati to Investindustrial Holdings. In April of 2012, Audi and previous owner Investindustrial announced that the former would acquire 100% of the shares of Ducati Motor Holding. Once the transaction was authorized by the competition authorities, Ducati was integrated into the Audi Group, in turn making it part of the Volkswagen Group. Ducati has continuously recorded rising sales figures ever since.

From the early 1960s on, Ducati’s technical focus has been the 90-degree V-twin engine with cylinders oriented forward and straight up. This design was to become a hallmark of Ducati engines. With the Ducati 750 GT to market in 1971, the era of the L-twin air-cooled engine – which allowed engineers to achieve less vibrations and improved cooling – began.

In 1987, the brand laid the groundwork for the Superbike model series with their four-valve, liquid-cooled engines by launching the Ducati 851.

The Ducati 916 enthralled with its racing design in 1994. Starting in 1993, the air-cooled Ducati Monster began its ascent as one of Ducati’s most successful bikes, whose sales figures restored the brand to its position as one of Europe’s highest-selling motorcycle manufacturers.

In 1988 Ducati took part in the very first edition of WorldSBK Championship with the Ducati 851. Over the years the brand won 15 Riders’ and 18 Manufacturers’ Titles, collecting 400 victories and 1000 podiums, thus establishing itself as the most successful team in the category.

In 2002, Ducati began development of a MotoGP bike, introducing the prototype of the Ducati Desmosedici series. Ducati won the MotoGP Championship for the first time in 2007 with Casey Stoner. In 2022, Francesco Bagnaia repeated the feat, claiming the Riders’ Title on his Desmosedici GP22.

Opened in 1998, the Ducati Museum in Bologna brings the history of the brand as well as the company’s great motorsport pedigree and history to life. The museum is home to more than 44 legendary motorcycles, of which 26 are racing bikes and 18 street bikes.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 22 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

Fuel/electric power consumption and emissions values of the models named above**

Ducati Diavel

Combined fuel consumption in l/100 km: 5.4 (43.6 US mpg);
combined CO₂ emissions in g/km: 128 (206 g/mi)

Ducati XDiavel

Combined fuel consumption in l/100 km: 5.5 (42.8 US mpg);
combined CO₂ emissions in g/km: 129 (207.6 g/mi)

Ducati Diavel V4

Combined fuel consumption in l/100 km: 6,4 (36.8 US mpg);
combined CO₂ emissions in g/km: 154 (247.8 g/mi)

Ducati Multistrada V2

Combined fuel consumption in l/100 km: 5,9 (39.9 US mpg);
combined CO₂ emissions in g/km: 137 (220.5 g/mi)

Ducati Multistrada V4

Combined fuel consumption in l/100 km: 6.5 (36.2 US mpg);
combined CO₂ emissions in g/km: 162 (260.7 g/mi)

Ducati Hypermotard

Combined fuel consumption in l/100 km: 5.1 (46.1 US mpg);
combined CO₂ emissions in g/km: 122 (196.3 g/mi)

Ducati Monster

Combined fuel consumption in l/100 km: 5.2 (45.2 US mpg);
combined CO₂ emissions in g/km: 120 (193.1 g/mi)

Ducati Streetfighter V2

Combined fuel consumption in l/100 km: 6 (39.2 US mpg);
combined CO₂ emissions in g/km: 139 (223.7 g/mi)

Ducati Streetfighter V4

Combined fuel consumption in l/100 km: 7,6 (30.9 US mpg);
combined CO₂ emissions in g/km: 178 (286.5 g/mi)

Ducati Panigale V2

Combined fuel consumption in l/100 km: 6 (39.2 US mpg);
combined CO₂ emissions in g/km: 139 (223.7 g/mi)

Ducati Panigale V4

Combined fuel consumption in l/100 km: 7.6 (30.9 US mpg);
combined CO₂ emissions in g/km: 175 (281.6 g/mi)

Ducati Panigale V4 R

Combined fuel consumption in l/100 km: 8 (29.4 US mpg);
combined CO₂ emissions in g/km: 185 (297.7 g/mi)

Ducati SuperSport

Combined fuel consumption in l/100 km: 5.6 (42 US mpg);
combined CO₂ emissions in g/km: 134 (215.7 g/mi)

Ducati Superleggera

Combined fuel consumption in l/100 km: 8.0 (29.4 US mpg);
combined CO₂ emissions in g/km: 185 (297,7 g/mi)

Ducati DesertX

Combined fuel consumption in l/100 km: 5.6 (42 US mpg);
combined CO₂ emissions in g/km: 133 (214 g/mi)



***The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the more realistic test conditions, the consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.*

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electric power consumption, CO₂ emissions and performance figures.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).