

DUCATI

The Redline Magazine

1/2015



MULTISTRADA

VERSATILE WITHOUT COMPROMISE. A CONCENTRATION OF TECHNOLOGY ASSISTING THE RIDER

DIAVEL TITANIUM

Exclusive finish
in limited edition

LIFESTYLE

The new apparel
collections for 2015

1299 PANIGALE

The most exciting
Superbike of all

DUCATI

DRACO ALUMINUM BUMPER
for iPhone 6



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ALUMINUM BUMPER



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WELCOME TO DUCATI



UN MILIONE DI MOTO PRODOTTE
ONE MILLION MOTORCYCLES MANUFACTURED
生産台数 100万台
UN MILLION DE MOTOS PRODUITES
1.000.000

EINE MILLION PRODUZIERTE MOTORRÄDER
รถจักรยานยนต์หนึ่งล้านคันที่กผลิต
UN MILLÓN DE MOTOS FABRICADAS
UM MILHÃO DE MOTOS PRODUZIDAS

THE BEST IS YET TO COME

Ducati has a very rich history, made up of traditions and values that have grown through time and that few other motorcycle manufacturers can boast.

In a by now largely globalized world, solid local roots, history and brand as strong as those of Ducati represent an extraordinary added value, further enhanced when, as in our case, it is escorted by state-of-the-art technology and by innovative design.

The combined strength of all of this is further confirmed by our current production: more than 45,000 bikes in one year, our record. Armed with these numbers, in 2014 we are going to attain a truly important goal: one million bikes produced from the start of our motorcycling history! A great satisfaction for me and for all the people at Ducati who made this possible, and a testimony to the great prestige of the company.



**CUCCIOLO - DUCATI 60 - DUCATI 65 - DUCATI 98 - 98SPORT - GRAN SPORT MARIANNA 100
SPORT - 125 SPORT - 125 DESMO - 200 ELITE - 250 DIANA - 50 SCRAMBLER - 350 SEBRING
250 MACH 1 - 250 MARK 3 - 350 MARK 3 D DESMO - 450 DESMO - 750 GT - 750 SUPER
SPORT DESMO - 900 SUPER SPORT DESMO - 900 MIKE HAILWOOD REPLICAS
900 SS DARMAR - 500 SL PANTAH - 650 SL PANTAH - 750 F1 - 750 PASO - 750 SPORT
851 TRICOLORE - 900 SUPERSPORT - MONSTER - 916 - 748 - 900 SUPERSPORT
SUPERMONO - SPORT TOURING - 900 MHE - 999 - 749 - MULTISTRADA - SPORT CLASSIC
HYPERMOTARD - 1098 - 848 - STREETFIGHTER - PANIGALE - DIAVEL - SCRAMBLER**

These important results stem from our constant quest to push innovation to the limit, in design and in terms of performance. A solid commitment that we are confident will allow us to improve even more in the near future.

2015 will be a unique year for Ducati, in particular thanks to the extraordinary number of new products we have launched and are still launching onto the market. We are aiming for additional growth, one which is however attentive to and respectful of the brand values, as always.

You will find the novelties for 2015 presented and described in the pages of our Redline Magazine. They are truly numerous and significant. They range from the 1299 Panigale, to the new Multistrada 1200 with the exclusive Ducati Testastretta DVT variable timing engine, to the Scrambler.

For the latter we have set up an ad hoc division, the motto of which is

“The Land of Joy”, with the aim of creating products which chiefly target accessibility and distinctiveness. We are facing a new and important challenge, in line with our philosophy which is to increasingly satisfy our fans by developing the best sports bikes, both technological and with a refined design, available on the market.

So many goals achieved, many a satisfaction: the culmination of hard work and the years spent at Borgo Panigale.

I still have plenty of dreams, and I am convinced that continuing to dream the future is the best way to realize it, knowing that I can count on the help of an extraordinary team at Borgo Panigale and in many other countries around the world as well.

It is a promise: the best is yet to come.

Claudio Domenicali
CEO Ducati Motor Holding



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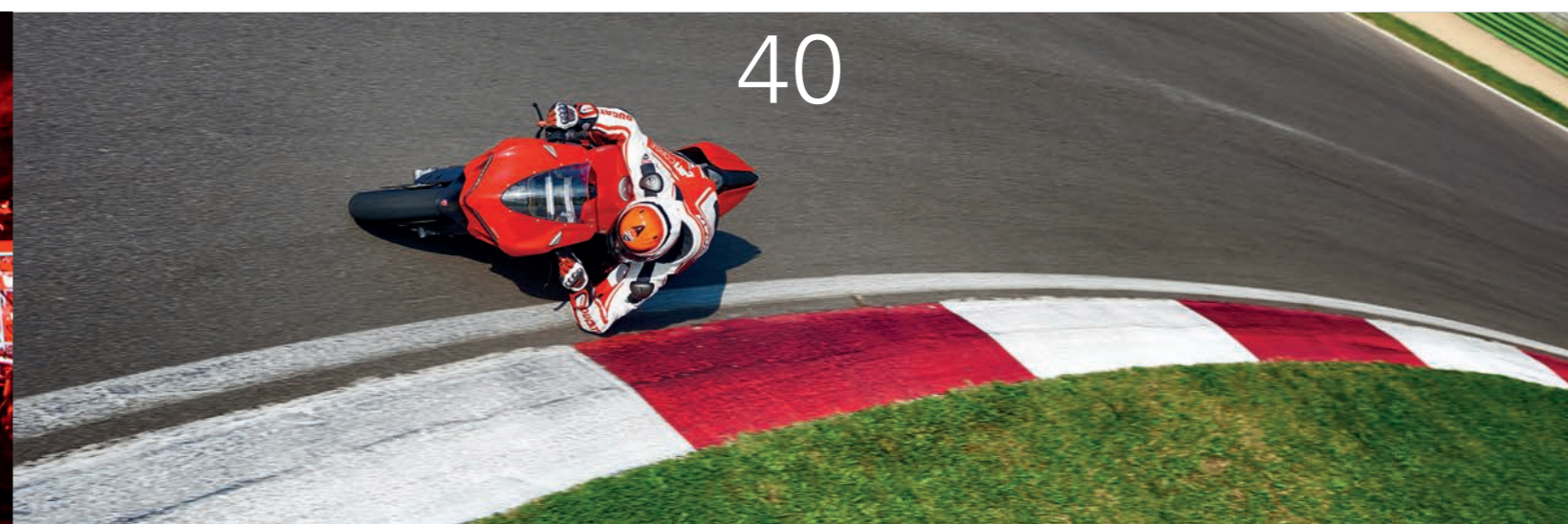
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and the Manufacturers' titles

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Get to know the pit of your stomach.

The new Audi TTS Coupé with 2.0 TFSI engine and 228 kW.
You Dare or You Don't.



Fuel consumption in l/100 km: combined 7.2-6.9;
CO₂ emissions in g/km: combined 166-159.

Vorsprung durch Technik 

PHOTO BY GIGI SOLDANO

IMPROVING
ON EXCELLENCE:
A SUCCESSFUL
CHALLENGE FOR THE NEW
MULTISTRADA 1200.
A NEW AND EXCLUSIVE
VARIABLE VALVE TIMING
ENGINE CHANGES
ALL THE REFERENCE
PARAMETERS
FOR THIS CLASS

MULTISTRADA

THE
MULTISTRADA
1200
WAS FOUR
MOTORCYCLES
IN ONE:
AND IN THE
NEW VERSION
ALL FOUR HAVE
GROWN IN
PERFORMANCE,
VERSATILITY,
COMFORT, SAFETY,
AND ENJOYMENT



Strada 2 jacket and trousers, a suit made from high-performance fabrics combined with a Gore-Tex® LTD waterproof, breathable membrane. Perfect for touring. To complete the outfit Strada 2 gloves in Gore-Tex® X-trafit™ and a versatile Strada Tour 2 helmet. When travelling as a couple, a Schubert C3 Pro flip-up helmet. Photo in Siena, Crete Senesi.

When it came out in 2010 the Multistrada 1200 already represented a revolution, for the first time offering enthusiasts four real motorcycles in one: from a supersport bike to a long distance tourer, from an everyday road rider to an enduro. Today, on the strength of a technological know-how

unequaled in the two-wheeled world, a new generation of Multistrada is born, representing a real leap forward and a new yardstick for this product segment, with its top-class technical features, in particular as regards the new Ducati Testastretta DVT engine.



For the first time in a motorcycle engine, a double variable valve timing system is implemented (Desmodromic Variable Timing, DVT), making it possible to independently vary both the timing of the camshaft controlling the intake valves and the camshaft controlling the exhaust valves.

In this way, the performance of the new Ducati Testastretta DVT engine can be optimized for all speeds and all conditions of use, while also guaranteeing maximum power, linear power output, and excellent response at low rpm, with reduced fuel consumption and pollution. The electronic control system

is also a new design: an inertial unit has been introduced to measure the lean and pitch angles of the motorcycle, which are essential for new functions like improved operation of the ABS, lighting control when cornering (in the S version with Full LED headlamp), and the Ducati Wheelie Control system.



BEAUTY AND
HARMONY
AT THE
SERVICE OF
FUNCTIONALITY



A
CONCENTRATION
OF TECHNOLOGY
ASSISTING THE
RIDER



ALL TESTIFYING TO THE EXCELLENCE OF THE NEW MULTISTRADA 1200

Among the other important new features is a seat adjustable between 825 and 845 mm in height, and ground clearance increased by 20 mm for even better off-road performance.

The 1200 S also has Skyhook EVO (semi-active) suspension, a dashboard with 5" TFT display and LED lights with cornering beam control depending on the lean of the bike, a function made possible by the inertial unit added to the electronic controls. At the front there are also 330 mm diameter brake discs with radial 4-piston M50 calipers, the same as the Panigale model. The S version will also be available in a D|Air® version.

The Multistrada 1200 proves to be a versatile no-compromise bike. It can also be enhanced and customized using the four accessory packages specially developed to best satisfy the needs of each individual biker.

Touring Pack: heated grips, side panniers, and centre stand. **Sport Pack:** homologated Termignoni exhaust and front mudguard, both made in carbon fiber, billet aluminum covers, guards for the brake and clutch fluid reservoirs.

Urban Pack: top case, tank bag, and USB cable for smartphone. **Enduro Pack:** additional LED fog lights, engine crash bars, radiator cowling, skid plate, extended side stand, and off-road footrests.

TECHNICAL SPECIFICATIONS MULTISTRADA 1200 S
160hp - Desmodromic Variable Timing - Brembo monobloc Evo M50 callipers with cornering ABS - Ducati Skyhook Suspension (DSS) - Ducati Wheelie Control (DWC) - Adjustable seat height (825–845 mm) - Full-LED headlights with cornering lights - Cruise control - 4 customization packages



TESTASTRETTA DVVT

INTAKE
AND
EXHAUST
CAMSHAFTS
WITH VARIABLE
TIMING.
EXCLUSIVE
TECHNOLOGY
IMPLEMENTED
FOR THE FIRST
TIME IN A
PRODUCTION
MOTORCYCLE
ENGINE.

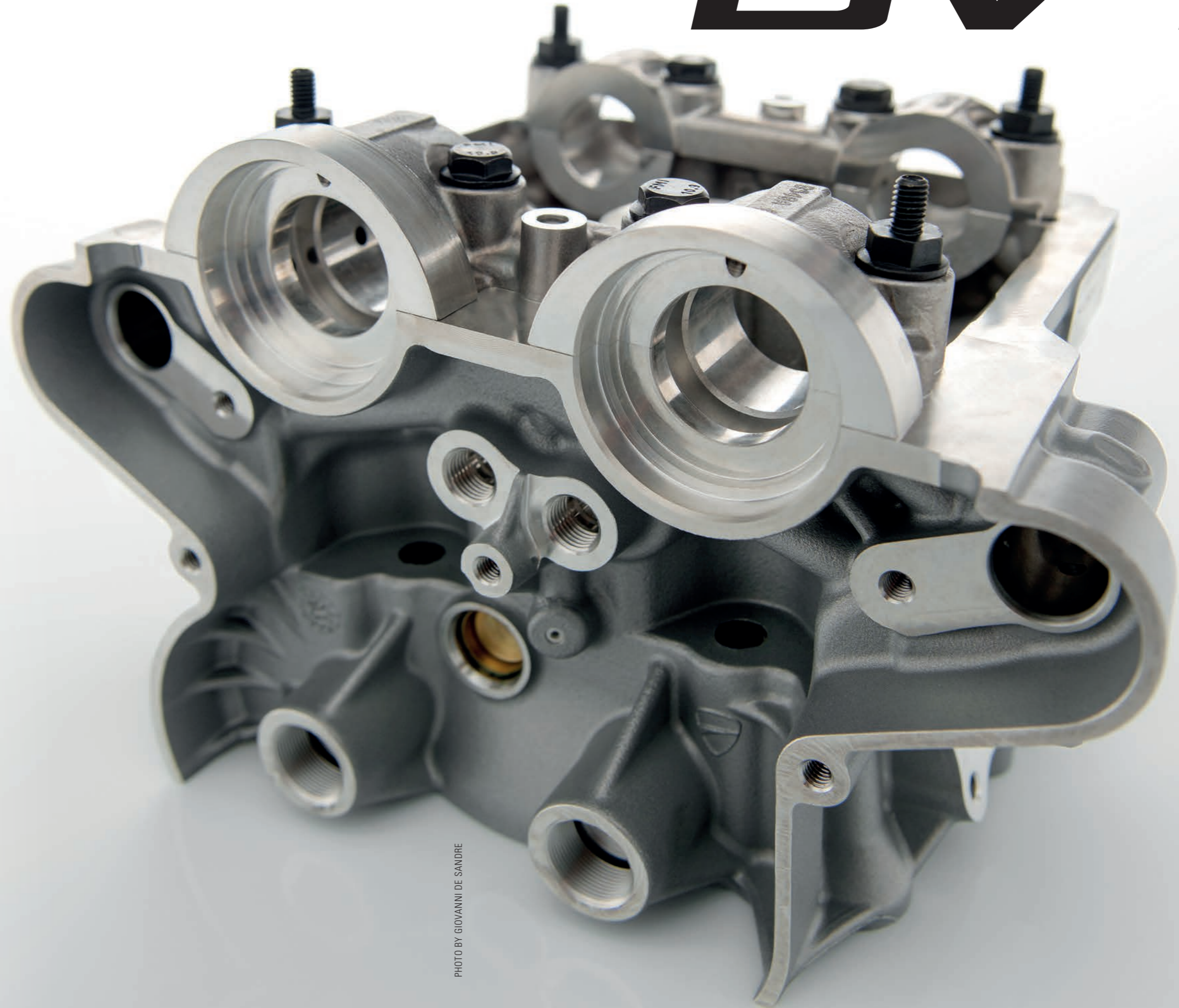


PHOTO BY GIOVANNI DE SANDRE

THE HEART OF THE DUCATI TESTASTRETTA DVT ENGINE IS THE VARIABLE TIMING UNIT FITTED ON THE ENDS OF THE TWO CAMSHAFTS. IT IS DIVIDED INTO TWO PARTS: ONE EXTERNAL SOLIDLY CONNECTED TO A PULLEY, AND ONE INTERNAL COAXIAL TO THE FIRST



❶ The external part of the variable timing unit is solidly connected to a pulley driven by the timing belt.

❷ The internal part is coaxial to the first, and rotates according to fluid pressure present in three chambers formed in the metal. The fluid pressure is regulated by valves and the timing of each cam is dynamically controlled by a sensor in the head covers.

There is a magical balance that has always been sought for every engine, from the beginning until today: the best possible compromise in all situations between maximum power, linear power delivery, and low-rpm torque, along with minimum fuel consumption and exhaust emissions.

A difficult compromise that is only possible to avoid through a completely new engine concept that radically modifies some of the constraints that every designer has to face.

One of these, possibly the main one, is that in engines the overlap between intake and exhaust stages is fixed and governed by rotating camshafts, rigidly interlinked with each other through chains or gears.

Dedication and constant commitment can lead to new innovative solutions for even the most difficult problems, bringing them into standard production. In this case, they allowed the design of the variable timing system for the new Multistrada engine, the Ducati Testastretta DVT (Desmodromic Variable Timing), which makes it possible to independently vary the timing of both the intake and the exhaust camshafts.

Being able to freely modify their timing makes it possible to optimize the performance of the engine at high rpm for maximum power, while at middle to low rpm optimizing linear power delivery and increasing torque.

All this, obviously, within ever-stricter exhaust emissions limits and with great attention to fuel consumption.

The result? Incredible power (160 HP at 9,500 rpm) and torque as high as 136 Nm at 7,500 rpm but, in both cases, an absolutely linear power delivery curve, with consistent figures right from the lowest rpm. For example, torque is already as high as 80 Nm at 3,500 rpm and remains constantly above 100 Nm between 6,000 and 9,500 rpm.





COMFORT,
VERSATILITY AND
SAFETY FOR LONG
DISTANCE TRAVEL IN
ALL CONDITIONS

PHOTO BY GIOVANNI DE SANDRE

TRAVEL



The pleasure of traveling together. For him and for her, the Strada 2 three-layer jacket: the intermediate layer contains the Gore-Tex® membrane, waterproof and breathable. Combines perfectly with the Strada 2 trousers, equipped with knee and hip protectors. The outfit is completed by the Schubert C3 Pro flip-up helmet and by Strada 2 gloves in Gore-Tex® X-trafit™. Above is a photograph of the versatile Strada Tour 2 helmet. On the right, the light Summer jacket in mesh fabric, perfect for hot climates.





The Flow 2 jacket is made of perforated fabric, with a Windout membrane, wind- and waterproof. Equipped with certified shoulder and elbow protectors and with a back protector compartment, it is available in a women's version as well. Here it is combined with the Peak 2 helmet, in glass and carbon fiber.



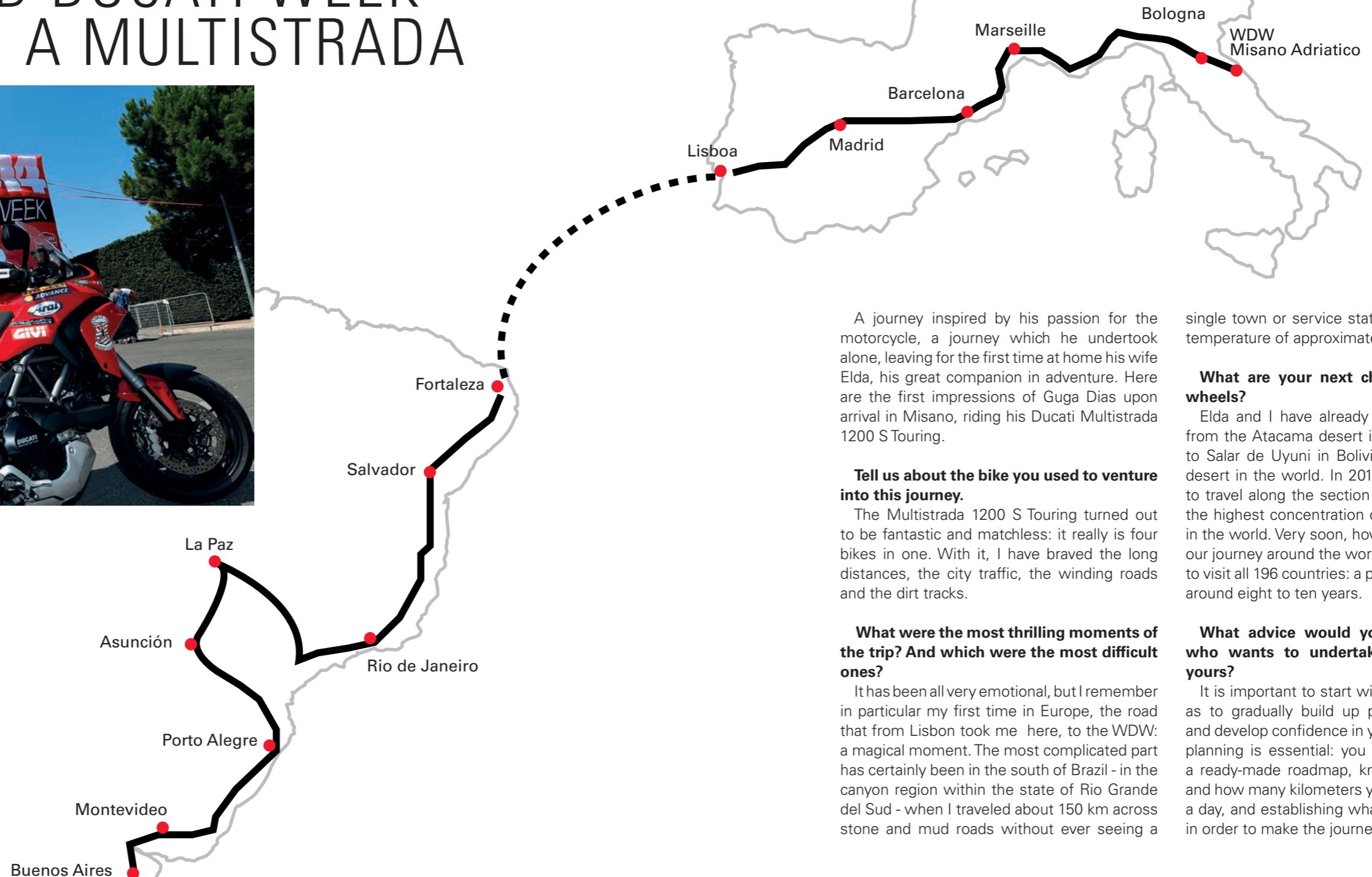
Double layer Tour jacket and trousers: the ideal outfit for long journeys and for daily travel. Equipped with a wind- and waterproof Hydratex® membrane combined with a removable thermal lining, also available in a women's version. In a combination with Tour fabric-leather gloves. On the right, the Company jacket in perforated fabric with removable certified protectors and with a back protector compartment. It is escorted by a Logo full-face helmet in elegant matt black, and by the Summer gloves. Photo in Siena.



FROM BUENOS AIRES TO THE WORLD DUCATI WEEK 11,000 KM ON A MULTISTRADA



Born in San Paolo in 1972, and a biker from the age of 13, the journalist Guga Dias has the goal of riding around the world on two wheels. A journey towards the WDW that started in Argentina and continued in Uruguay and Brazil. Then on to Europe with another 3,000 km through Portugal and France. Finally, the arrival. Guga Dias recounts to us his "Diário de Motocicleta".



A journey inspired by his passion for the motorcycle, a journey which he undertook alone, leaving for the first time at home his wife Elda, his great companion in adventure. Here are the first impressions of Guga Dias upon arrival in Misano, riding his Ducati Multistrada 1200 S Touring.

Tell us about the bike you used to venture into this journey.

The Multistrada 1200 S Touring turned out to be fantastic and matchless: it really is four bikes in one. With it, I have braved the long distances, the city traffic, the winding roads and the dirt tracks.

What were the most thrilling moments of the trip? And which were the most difficult ones?

It has been all very emotional, but I remember in particular my first time in Europe, the road that from Lisbon took me here, to the WDW: a magical moment. The most complicated part has certainly been in the south of Brazil - in the canyon region within the state of Rio Grande del Sud - when I traveled about 150 km across stone and mud roads without ever seeing a

single town or service station, all of that at a temperature of approximately 0 °C.

What are your next challenges on two wheels?

Elda and I have already planned a journey from the Atacama desert in Chile all the way to Salar de Uyuni in Bolivia, the biggest salt desert in the world. In 2015, we are planning to travel along the section of the Andes with the highest concentration of active volcanoes in the world. Very soon, however, we will start our journey around the world, in which we aim to visit all 196 countries: a project that will take around eight to ten years.

What advice would you give someone who wants to undertake a journey like yours?

It is important to start with short stages, so as to gradually build up physical endurance and develop confidence in your bike. Secondly, planning is essential: you need to start with a ready-made roadmap, knowing what roads and how many kilometers you need to cover in a day, and establishing what you want to visit in order to make the journey more interesting.



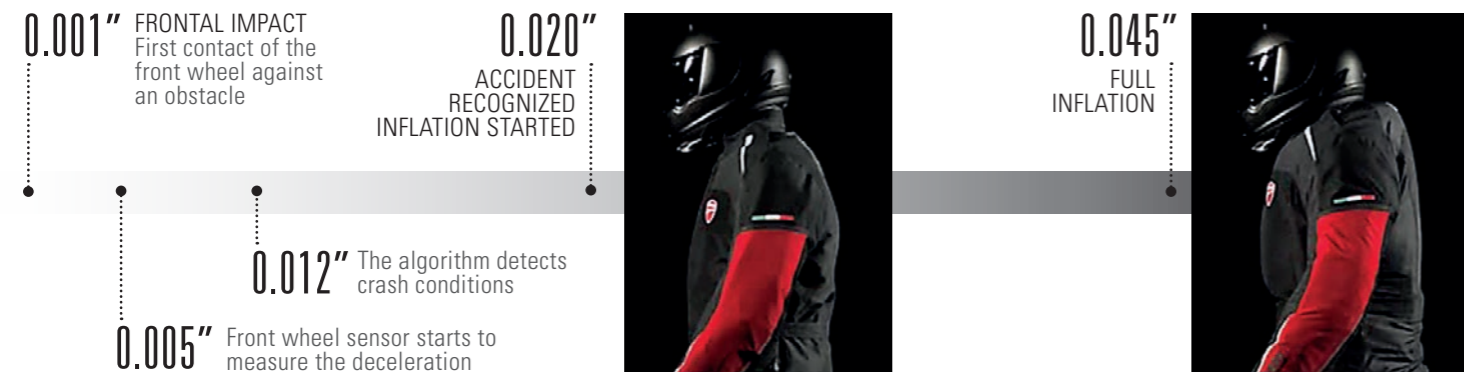


0.045"

INTEGRATED SYSTEM:
GORE-TEX®
JACKET, VEST,
AIRBAG



THE FASTEST EVER. FOUR TIMES FASTER THAN CABLE ACTIVATED AIRBAGS.
THE MULTISTRADA 1200 S TOURING D|AIR® IS FITTED AS STANDARD WITH THE EXCLUSIVE WIRELESS D|AIR® SYSTEM



A big step forward in terms of safety: the Ducati Multistrada 1200 S Touring D|AIR® is here, the first motorcycle to integrate an intelligent system directly connected by wireless to an airbag contained in the special Ducati D|AIR® garment by Dainese.

The D|AIR® system of the Ducati Multistrada 1200 S is designed to activate in just 45 milliseconds and protect the vital parts of the rider's and passenger's body exposed to impact, which were previously not protected, by absorbing the impact force thanks to 2 inflatable high-pressure bags integrated by Dainese inside their jackets.

The bike is equipped with sensors perfectly positioned so as to read the dynamic behavior of the bike and activate the airbag inflation system only when necessary, thereby avoiding deployment in situations that do not pose an immediate threat, for example when riding with an aggressive sporty style, loss of balance during maneuvers at low speeds, or the bike falling over when parked.

The D|Air® system protects back, chest and collarbones, and adds anatomical support to the neck. Jacket and vest incorporate a 3D airbag of 12 liters in volume. The overall weight is only 1.5 kg more than that of an equivalent jacket.



BLUETOOTH



ALWAYS CONNECTED

COMMUNICATING HAS NEVER BEEN SO EASY

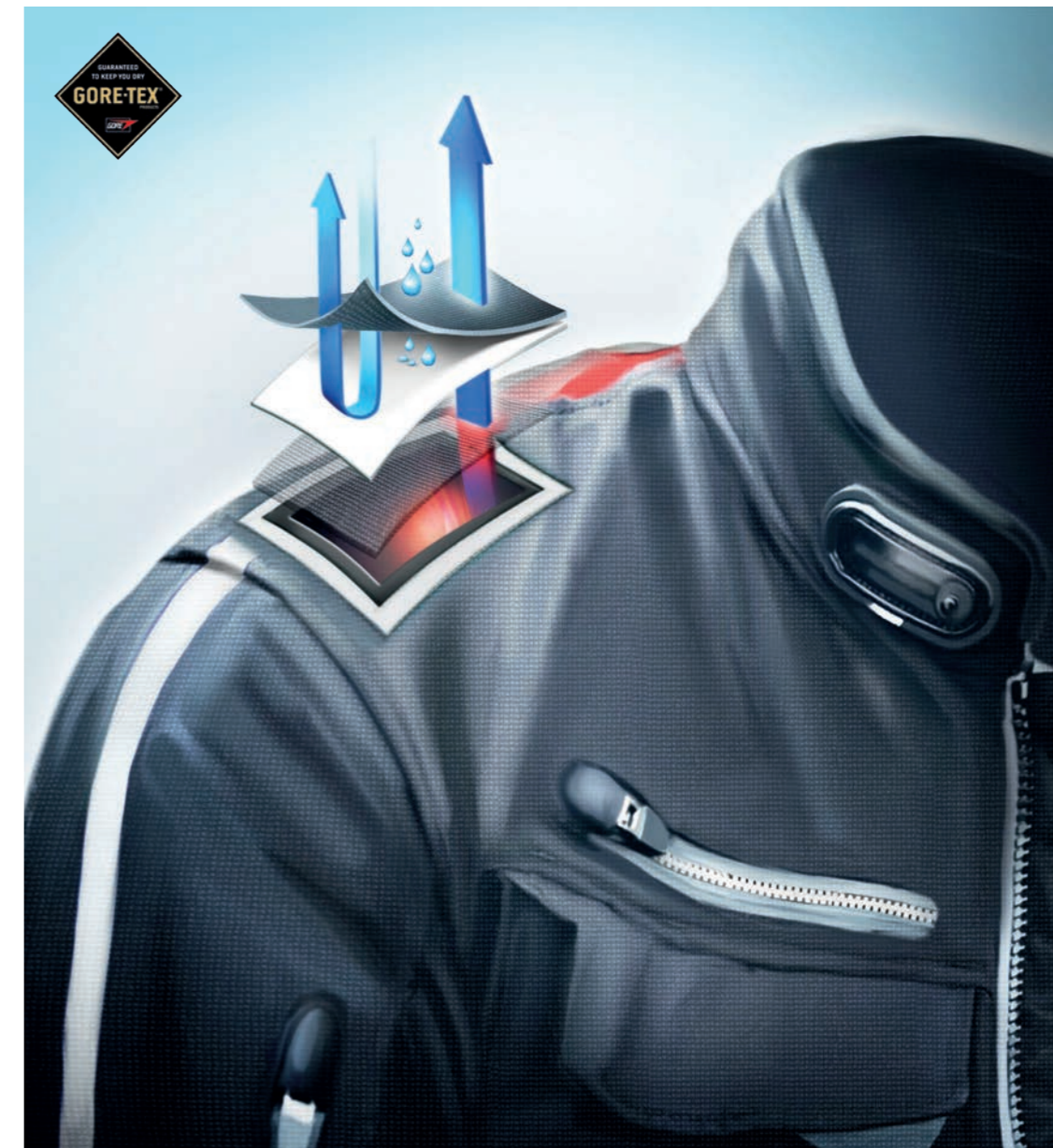
The SRC-SYSTEM™ C3 PRO intercommunication system produced by Schuberth is designed for the Strada C3 Pro flip-up helmet, which is specific to the TOURISM application.

The unit, entirely housed inside the helmet, is suited to vocal control so as to manage the main functions. It can be connected to mobile phones and MP3 players, and also has a VHF radio with RDS and a GPS connection.

Operating as an intercom, it allows up to three riders to keep in contact within a range of 700 meters. Activating and switching off the connection is automatic; the volume is self-adjusted based on the background noise.

WATERPROOF AND BREATHABLE

THE GORE-TEX® MEMBRANE OF THE STRADA 2 JACKET ENSURES WATERPROOF RESISTANCE, RELEASE OF STEAM AND WIND PROTECTION



Rain, snow, and wind are unable to penetrate through the membrane, while humidity evaporates through the pores. The special DuPont™ Teflon® treatment repels dirt and water, thereby preventing impurities from adhering to the fabric.

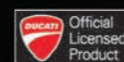
The Strada 2 jacket is equipped with a Gore-Tex® layer, a special membrane containing over 1.4 billion microscopic pores per square centimeter. These pores are 20,000 times smaller than a drop of water but 700 times bigger than a molecule of vapor. A technology that prevents the entry of water without retaining sweat, thereby ensuring maximum comfort.



ELEMENTCASE®
DUCATI COLLECTION

Available for iPhone 6 and 6 Plus, and iPhone 5 and 5S.
 Visit www.elementcase.com/ducati for more information.

Available at your local Ducati Dealer





1299 PANIGALE

THE MOST EXCITING SUPERBIKE ON THE MARKET TODAY.

THE OBJECT OF DESIRE OF ALL ENTHUSIASTS

Photo at the International Enzo and Dino Ferrari Racetrack in Imola.



116 MM BORE FOR 1285 CC DISPLACEMENT, 205 HP, 145 NM OF TORQUE, 166,5 KG DRY WEIGHT. NUMBERS THAT SPEAK FOR THEMSELVES

Extremely high quality components, thrilling performance and iconic design make these bikes an absolute benchmark for all enthusiasts.

Limiting yourself to describing only the technical details of the cutting-edge new 1299 Panigale would not tell the whole story.

So who better than Alessandro Valia, official test rider at Borgo Panigale,

to tell us how exciting it is to ride this super sportbike, an absolute point of reference in its class.

First of all, the extra horsepower, you certainly feel them! - and the same goes for the increased torque, especially at intermediate rpm.

The credit for this goes, in addition to an increased cylinder capacity, to

an ECU recalibrated for the new freer flowing exhaust system.

Then there are the changes in the chassis, the effect of which you notice immediately when riding. In particular the position of the swingarm pivot has been modified to optimize the grip of the rear tire, and the rake has been reduced by half a degree to improve steering and provide more agility when cornering.



HIS NAME IS ALESSANDRO, HE TESTS DUCATIS FOR THOUSANDS OF KMS EVERY YEAR, AND THEY KEEP NO SECRETS FROM HIM



Excellence without compromise: the best materials combined with the most advanced technology at the service of safety and comfort. RX GP-7 Racing Stripe helmet, one-piece racing suit, leather gloves and Ducati Corse boots.



The new Panigale comes in two versions: the 1299 Panigale and the 1299 Panigale S, with additional, more sophisticated features. Both share a new engine, a modified chassis, new fairings with aerodynamic mirrors, a new seat and machined footpegs to ensure more grip, and an electronic system based on an inertial measurement unit (IMU). The S version benefits from the addition of Öhlins Smart EC semi-active suspension, forged wheels, a full-LED headlight, and auxiliary buttons on the handlebar for easy on-the-fly adjustment of either Ducati Traction Control, Ducati Wheelie Control, or Engine Braking Control.

ONE LOOK IS ENOUGH TO GRASP THE PERSONALITY OF THESE SUPERBIKES

TECHNICAL SPECIFICATIONS
1 2 9 9 P A N I G A L E S
205hp - 166.5kg - 1.23hp/kg - Semi-active suspension

The adoption of the inertial measurement unit (IMU) is one of the major novelties of this new Superbike.

The IMU enables the electronic control unit to recognize changes in the inclination of the bike along the horizontal and vertical axes as well as the speed of those changes, in order to improve the effectiveness of the semi-active suspension (in the S version), Ducati Wheelie Control, and ABS.

Intervention is different in each Riding Mode (which can be modified even while riding), so that in Race mode the new system makes it

possible to ride on a track at very high speeds as a true Superbike, while in Sport mode during road use, it ensures a high margin of safety using the Cornering ABS (active in all Riding Modes except Race) which is optimized for slippery surfaces even with the bike leaning.

Other important new features are the adoption of a differently shaped and more padded seat, machined footpegs for improved grip, and aerodynamic modified fairings and mirrors. The result? More comfort in normal riding conditions, optimization of the Panigale's road and track performance, and improved safety in all situations.

THE LATEST-GENERATION ELECTRONIC CONTROL SYSTEMS FOR THE 1299 PANIGALE S, INCORPORATING AN INERTIAL MEASUREMENT UNIT, GUARANTEE MAXIMUM PERFORMANCE AND SAFETY IN ALL SITUATIONS

ELECTRONICS

By exploiting race experience to the maximum, over recent years a series of increasingly evolved electronic control systems have been developed which optimize the behaviour of the engine and chassis to serve the needs of each

rider and situation. Whether you are riding on mountain passes, on the track, on dry tarmac, or under the rain, these controls radically improve riding pleasure and help you to safely exploit the enormous potential of the 1299 Panigale S.

1 Dashboard

A color TFT display makes it possible to display and monitor the bike's parameters and settings, while the menu can be used to customize these settings according to the rider's wishes.

2 Electronic controls on the handlebar

In addition to the normal controls, there are dedicated buttons for the quick setting of any one of three electronic control parameters (DTC, DWC, EBC), which can be changed even while riding.

3 Öhlins Mini SCU (Suspension Control Unit)

Öhlins Control Unit manages the control of the fork and monoshock for the Smart EC system. It also controls operation of the steering damper.

4 Injectors

These are positioned so as to direct the spray onto the heated rear of the intake valves and promote a perfect vaporization of the fuel.

5 Throttle Control

Fully ride-by-wire, it outputs an electronic signal corresponding to the throttle opening to the engine control unit, which processes the signal, together with others from other sensors, and determines the correct amount to open the throttle valve.

6 ABS Unit

The Bosch 9.1mp unit receives and processes information from sensors on the wheels and from the inertial measurement unit (IMU), to ensure optimum braking on all road surfaces, even when the bike is leaning.

7 Inertial measurement unit (IMU)

It measures variations in inclination of the bike. Measures variations in inclination of the bike, on two axes. The information it provides is then processed by units that manage the ABS, DWC, and Öhlins Smart EC suspension.

8 Quick Shift Sensor

This permits fast, clutchless gear changes both up and down (DQS system).

9 ECU

Controls the main electronic functions of the engine including: fuel injection, ignition timing, idle speed, engine braking, and the quick shifter (up and down).

10 Front fork

The NIX-30 fork is an upside-down design with electronic adjustment of

rebound and compression damping, connected to the mini SCU as one of the nodes of the Öhlins Smart EC semi-active system.

11 Rear shock absorber

The rear shock absorber (EC TTX mono-shock) also has electronic adjustment of rebound and compression damping, and is also connected to the mini SCU as one of the nodes of the Öhlins Smart EC semi-active system.

12 Öhlins steering damper

As compact as a traditional unit, this steering damper is entirely electronic and, like the suspension, is managed by the mini SCU.

13 BBS black box

This is the unit that controls the main electronic control systems of the vehicle: DTC (Ducati traction control) and DWC (Ducati wheelie control). It

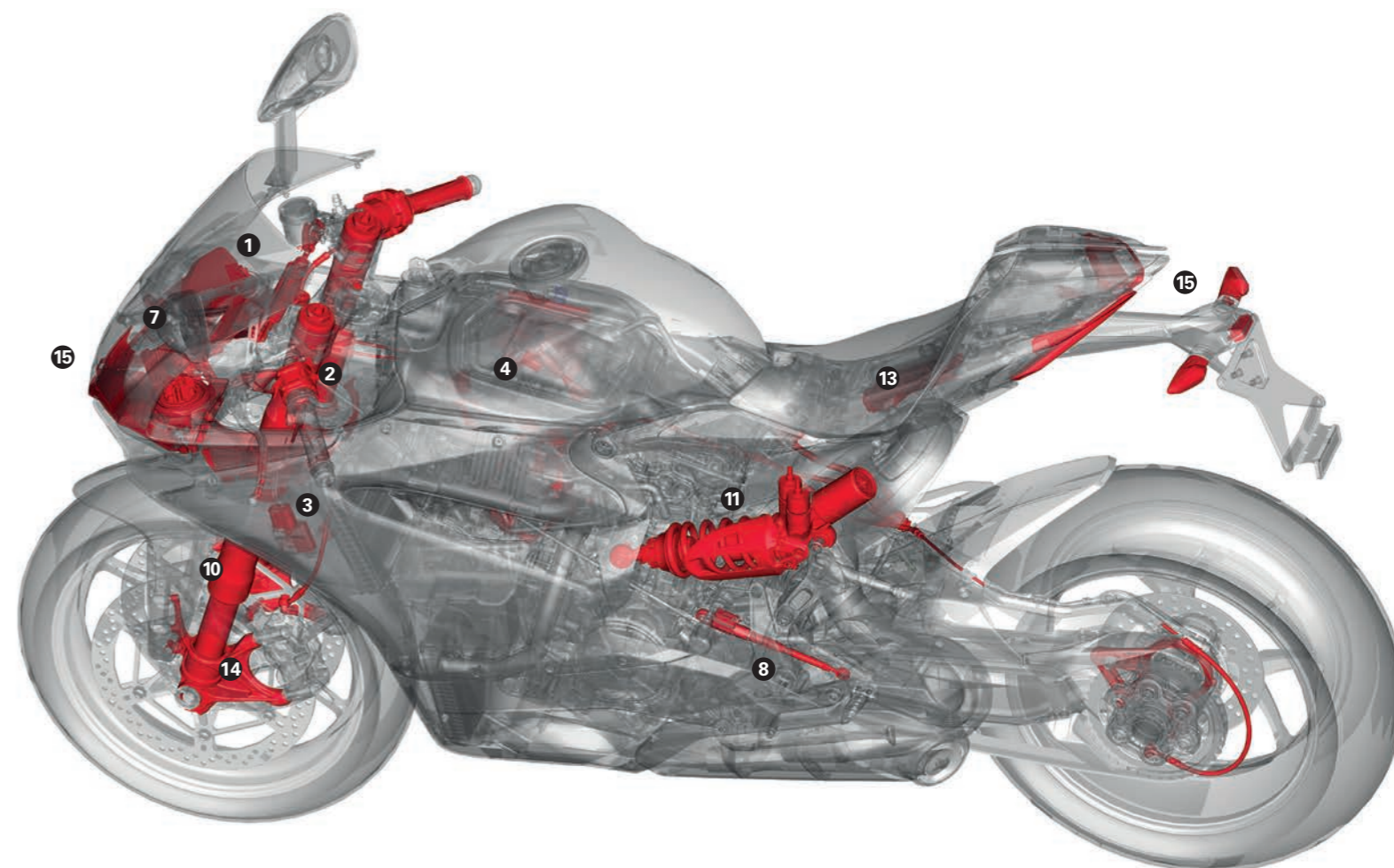
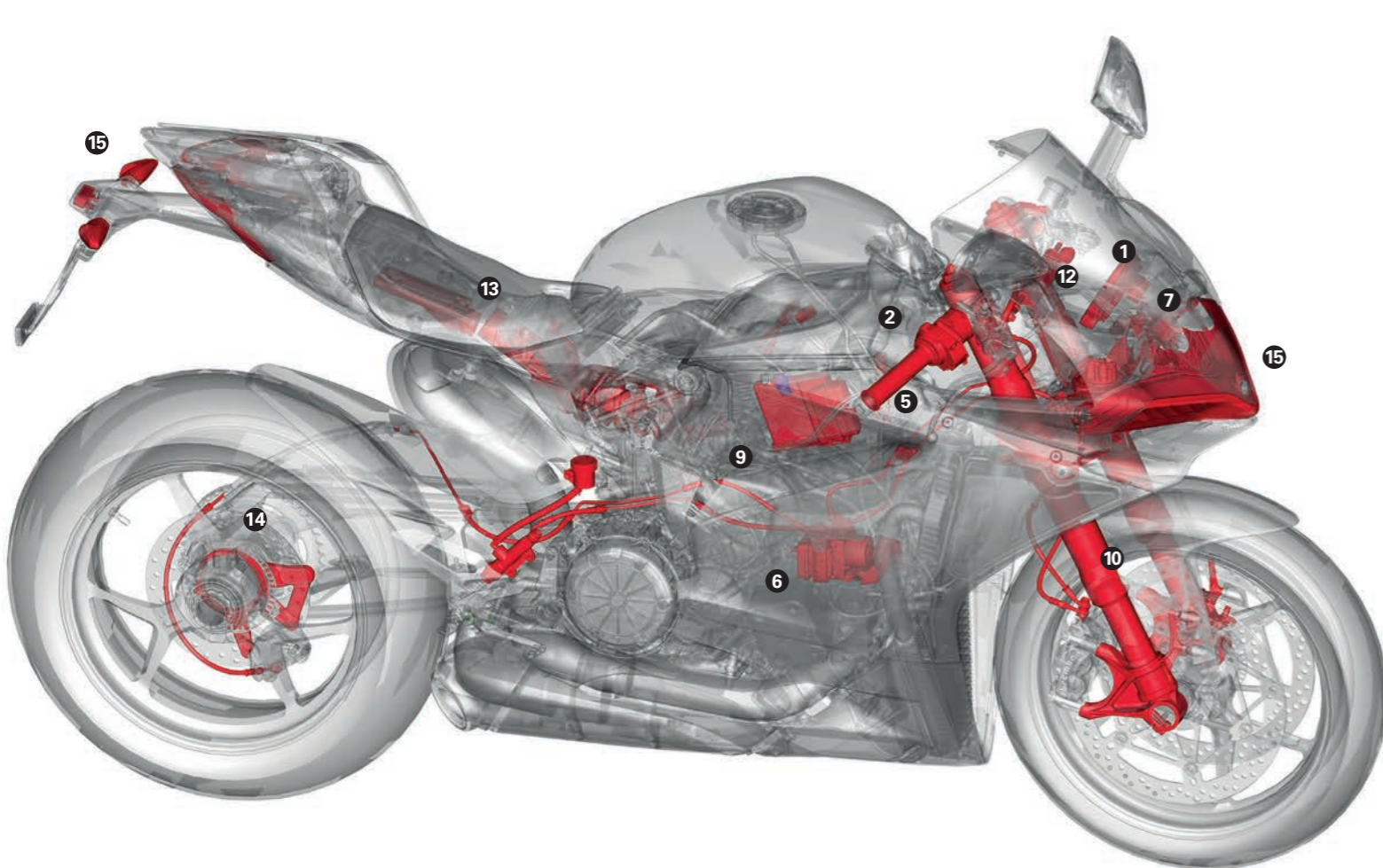
implements an automatic calibration mode that adjusts for changes in final drive ratio rear tyre diameter.

14 Speed sensors

Positioned on the wheels, these measure the speed of rotation; this information is then sent to the ABS control unit, which uses it to recognize and correct wheel lock-up.

15 LED lights

The headlight is full LED, as are the tail light and indicators.





ALWAYS KEEP A COOL HEAD

TWO HELMETS FOR TOP LEVEL RIDING:
 RACING STRIPE FOR TRACK RACES, DUCATI
 THEME FOR CREASES ON THE ROAD

You do not play with safety. To his riders, Ducati offers the best. The Racing Stripe helmet (on the right), realized by Arai on the strength of the RX-7 GP, is the top specimen of racing helmets.

Unique are its characteristics: adjustable aerodynamic spoiler, diffuse ventilation system, removable interiors and shell in composite laminated fibers reinforced by the Peripherally

Belted SNC protective band, which further enhances its rigidity. Conceived for sport but also suited to normal road and city use, the full-face Ducati Theme helmet, based on Arai's Chaser-V model, is a yardstick for performance and comfort. With both models, an unmistakable and exclusive graphic design and a very distinctive visual style created by the well-known designer Aldo Drudi.



READY FOR THE TRACK



RACING

EXCLUSIVE DESIGN, CUTTING-EDGE MATERIALS AND SOLUTIONS,
GARMENTS CERTIFIED ACCORDING TO EC STANDARDS

King of the track: the Ducati Corse C2 suit is in full grain cowhide with perforated areas and broad elasticated sections. It features certified protectors and a pocket for the back protector. Also available in made to measure format. The Racing Stripe full-face helmet provides a very distinctive look along with top level comfort and protection.



Maximum safety with the two-piece Ducati Corse C2 racing suit, equipped with new elastic inserts ensuring far-reaching freedom of movement. It is combined with the Sport 2 boots, with micro-fiber upper, PU heel, shin, and outside ankle protectors. The outfit is completed by the full-face Ducati Corse helmet: the top choice in terms of safety and comfort.



Left: perfect for the one-piece racing suit, the Ducati Corse gloves in cowhide, with titanium and carbon fiber inserts on knuckles and back and with the inside in Kevlar® mesh. Below: aggressive look for the Ducati Corse C2 jacket in cowhide. It is completed by the Performance gloves in calfskin, with carbon knuckle protectors and shock absorbing material on the back.



Left: the Ducati Corse C2 jacket, here in the black version: in cowhide with elastic fabric inserts, it has predispositions for back and Double Chest protectors. The gloves are the Performance model, black version. Above: the Ducati Racing trolley has a capacity of 82 liters, so as to carry all your track gear (74x37x30cm).

SECOND SKIN PROTECTORS



STILL LIFE BY ALBERTO FAVARA

SAFETY AND PROTECTION WITHOUT FOREGOING COMFORT AND FREEDOM OF MOVEMENT: THIS IS THE OBJECTIVE OF THE MANIS BACK AND CHEST DOUBLE PROTECTORS

Devices that adapt to our bodies by forming a flexible armor. Like Dainese's Manis back protector which, thanks to an overlapping plate structure and to elastic joints, adheres to the back, stretching, contracting, or bending according to the positions adopted by the rider, and ensuring a very high level of protection. A solution inspired by the

scale-armor of the pangolin, a mammal from sub-Saharan Africa. Chest Double reflects the state-of-the-art in the field of protectors dedicated to those who take on the challenge of the road: safety and comfort at the service of a device to be worn under your Ducati jacket, forgetting you have it on.





LUIGI DALL'IGNA

General Manager of Ducati Corse, a position he has held since November 2013. From the Veneto Region, 47 years old, a graduate in mechanical engineering from Padua, he boasts an extensive and significant experience in the world of motorcycle racing, in particular in the MotoGP and Superbike Championships. In Ducati, Dall'Igna's role is to organize and manage, from a technical viewpoint, the entire racing activity, thereby establishing the foundations for a new phase of development and growth in competitions.

Nearly a year has gone by: tell us about this jump into an environment as hot and passionate as Ducati's.

It was a really good experience: initially I had some doubts, especially because I was coming from a company which was a direct competitor. There have been however no problems: I found excellent colleagues both from a technical and a human perspective.

During the 2014 championship, the current MotoGP bike has ostensibly not undergone radical transformations, yet it has improved a lot in terms both of performance and race consistency: you have clearly unraveled the main problem, what was it?

The real issue has been reorganizing the work team, mainly in order to have a continuous flow and exchange of information without any hitches. That has enabled us to work effectively on all aspects of the bike, since the improvements have resulted from many ongoing adjustments on more or less all the components, rather than a single problem identified as the main one.

What is the main strength of your current MotoGP bike? And which is conversely the aspect you think you deserves to be worked upon the most?

One strong point undoubtedly consists in the engine, the performance of which we have

significantly improved over the year. Now we need to improve certain issues of reliability. After that, as I said before, there is no particular area in which we need to intervene, rather, continuous improvements, at 360 degrees, are necessary.

The current regulations greatly limit free and unrestricted technical development. Do you agree with this line or you would prefer being able to experiment more?

The answer is in our decision to race in the Open category, precisely because it permits us to continue working, experimenting, and perfecting throughout the season rather than having, for example, only five stamped engines one can no longer work on. For us who still have to catch up with some really strong rivals, this option was and still remains indispensable.

Your MotoGP and SBK Ducati's are essentially different from each other, unlike the case of what happens as of rule with most of the rivals. Is this diversity an enrichment as far as your technical know-how is concerned?

Most of my current commitment is to the MotoGP, but there is no doubt that working on different problem areas leads to a wider range of expertise. In this respect, I would like to remind that our road sports bikes are already born with a decidedly racing DNA, and thus, the interchange of expertise and know-how stems from three distinct and parallel worlds: standard production bikes, SBK, and MotoGP.

THE ARRIVAL IN THE DUCATI TEAM WAS BRIMFUL OF EXPECTATIONS. THE RESULTS CONFIRM THAT IT WAS A WINNING DECISION. THE SECRETS? A HOMOGENEOUS AND FLUID TEAM WHERE INFORMATION CIRCULATES QUICKLY, AND ATTENTION TO ALL PARTS OF THE BIKE WITHOUT CONCENTRATING ON ANY SINGLE ASPECT



The Ducati Corse line opens with the Ducatiana Racing women's T-shirt, in elasticized cotton with wide V neckline. For him, a hooded sweatshirt with full length zip.

RACING PASSION

DUCATI CORSE: A YOUNG, SPORTING,
GRITTY LINE IN MANY DIFFERENT MODELS

PHOTO BY DANIELE TESTA

From left: the cool short-sleeved polo shirt, available in black as well, and the red silicone key ring; for her, short-sleeved polo shirt and iPhone® cover. Windproof breathable jacket, worn over the red polo shirt in cotton pique. Finally, Ducati Corse sweatshirt with half zip.





From left: Ducatiana
Racing polo shirt in
cotton pique, Ducati
Corse T-shirt, available in
red and white as well,
vest with halter neck,
and black short-sleeved
polo shirt coupled with
fabric belt. For her, the
cap in a red version and
silicone bracelets.



The mandatory T-shirt with the championship shield patch in genuine carbon. The wristwatch worn in these photos is the Tudor Fastrider Black Shield-model.

DUCATI

DESMOSEDICI GP14



DUCATI Official Licensed Product

Peg Perego. Visible Value.

The first emotional victories on a Ducati GP, the exclusive rechargeable electric motor bike designed for young racers from 3 years. Ducati GP is the faithful reproduction of a real motor bike with handlebar accelerator, rubber tread wheels and original engine noise to excite sporty children who love speed. Peg Perego and Ducati bring the values of Italian production to the world. Discover all the details and the full range by visiting www.pegperego.com



MADE IN ITALY

ABSOLUTE QUALITY,
NO COMPROMISE

W I N N I N G
I M P R I N T

A top quality product, capable of satisfying all the needs of a sporting motorcyclist in terms of protection, comfort, looks and performance.

The Ducati Corse 2 boot, realized in collaboration with TCX® and EC certified, represents the top of the range in the field of racing boots. The upper is in micro-fiber with metal mesh air inlets, a Torsion Control system (T.C.S.®) which protects the foot from impacts and enhances freedom of movement, and a M.C.S.® metatarsal control system which prevents excessively abrupt flexions of the foot.

Among its peculiarities, in addition to the use of light and resistant materials such as carbon fiber, is the Precise Air Fit System P.A.F.S.®, which, thanks to a small internal air chamber, enables one to vary the boot volume until a perfect fit is attained.

STILL LIFE BY ALBERTO FAVARA



DUCATI KNOWS
PERFECTLY
WELL WHAT
MOTORCYCLISTS
WANT: TO LIVE
OUT THEIR
PASSION
AMID SAFETY
AND COMFORT IN
EVERY SITUATION.
FOR THIS REASON
IT HAS DEvised
FOUR JACKETS
THAT INTERPRET
THE STYLE OF
EVERY RIDER:
AGGRESSIVE,
ESSENTIAL,
URBANE,
YET ALWAYS
SPORTING.
REALIZED IN
LEATHER OR IN
FABRIC, THEY
ARE RICH WITH
TARGETED
SOLUTIONS FOR
USE ON TWO
WHEELS, WITHOUT
NEGLECTING
VERSATILITY AND
FUNCTIONALITY.

PHOTO BY CHICO DE LUIGI



Sport C2 jacket in cowhide with elasticized fabric inserts. Also available in perforated version, suitable for the hotter climates.



From left: Sport C2 jacket in the red version, Dark Armor jacket and Hi-Tech 13 model, all three of them equipped with aluminum plates on the shoulders.

For lovers of fabric, the Ducati Corse Tex 2 jacket, light and waterproof.

STILL LIFE BY ALBERTO FAVARA



ORIGINAL PERFECTION

ONLY GENUINE DUCATI SPARE PARTS PRESERVE
THE VALUE OF YOUR BIKE OVER TIME

There are more than 19,000 part numbers in the official Ducati spare parts catalogue. From the central warehouse in Modena, at the heart of the "Terra dei Motori," over 500 consignments per day reach in a rapid and efficient manner the Ducati dealers around the world, thereby guaranteeing maximum quality to Ducatisti.

All the genuine Ducati spare parts are designed and realized in accordance with the highest quality standards, have a 24 months warranty without any mileage limits, and integrate perfectly with the other components of the bike.

In particular, the consumables, such as the brake pads, are realized in conformity with the same specifications as the original equipment parts and are extensively tested so as to maintain the performance of every Ducati consistent over time. Genuine Parts: the perfection that only Ducati can give you.

"M" for "monobloc" and "50" for celebrating the years of company activity. This abbreviation combines the exclusivity of the processing dedicated to the racing models, and the guarantee of a know-how gained on the tracks of the entire world. The monobloc M50 callipers equips the top range Ducati models, such as the new Multistrada 1200 S.

#ridevideogame



Ride

DUCATI WILL BE IN THE NEW FRONTIER OF MOTORCYCLE VIDEOGAMES

SPRING 2015

AVAILABLE WORLDWIDE ON PS3™, PS4™, XBOX ONE, XBOX 360, WINDOWS® PC.

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SCRAMBLER DUCATI



CONTEMPORARY ICON

At last, the wait is over. After an exclusive preview for the employees of the Borgo Panigale-based factory, followed by one for the Ducatisti who attended the 2014 World Ducati Week, the Ducati Scrambler is coming out of the mysterious yellow container that concealed it and is introducing itself unmasked, thereby putting an end to the anticipation that had gripped fans and media throughout the world in recent months.

The Scrambler is much more than just a bike, it is a universe of creativity and freedom of self-expression.

It is the contemporary interpretation of the iconic Ducati model, as if they had never ceased to produce it. The style is "post-heritage": to take the best of the past and create something unique and absolutely contemporary

Anti-conformist, accessible and essential, the Ducati Scrambler is the perfect blend of tradition and modernity, and marks a return to the pure essence of motorcycling: two wheels, a wide handlebar, a simple engine and lots and lots of fun.

**SCRAMBLER
DUCATI**

SCR 1962 2015



SCRAMBLER ICON

Refined materials, such as the aluminum of the swingarm and the engine covers, and authentic materials, such as the steel of the teardrop tank and the frame, combine with latest-generation components such as the LED headlight and taillight, the LCD instrument panel and the USB port for charging a mobile phone in the compartment beneath the seat. The wide handlebar and the long low seat, ensure a comfortable and relaxed riding position, and, together with the restrained weight, the low centre of gravity and the slightly knobby tires, guarantee safety and sheer enjoyment in every situation.

The Scrambler Icon, available in yellow and red, is topped off by three more versions, Urban Enduro, Full Throttle and Classic, each one of which interprets the Scrambler spirit in different stylistic directions. Urban Enduro, in wild green, for those who love the Enduro style and are always ready to change route all the times; Full Throttle, for those fascinated by the world of flat tracks, who cannot refrain from seeking to reach the limit in everything; and Classic, for those who love details and the 70s style but don't want to miss out on the pleasure of riding a modern bike.

TECHNICAL SPECIFICATIONS

803cc, L-twin cylinder engine.
Desmodromic timing with 2 valves per cylinder.
Air-cooled. 75 HP @ 8250 rpm.
Dry weight 170 kg. Seat height 790 mm.



ICON



The Icon is characterized by the comfortable riding position and by the teardrop tank in steel with interchangeable aluminum side panels. The 790 mm seat height ensures comfort for both the rider

and passenger. Stand-out features include the wide handlebar, the headlight with glass lens and LED light-guide, and the Dual Sport wheels. All of the aluminum finishes for the belt covers, the heatshield and the

interchangeable surrounds of the characteristic LCD instrument panel enrich the style of the bike. Available in two colors: '62 Yellow and Ducati Red.

FULL THROTTLE



The Full Throttle Scrambler is inspired by the world of flat tracks, with clear references to the bikes that race around gravel ovals. It is equipped with a Termignoni racing exhaust homologated for road

use, a seat designed for racing, and black side panels with dedicated graphics. The low tapered handlebar and the short front mudguard are additional distinctive features of the Scrambler Full

Throttle, destined for those who want a bike perfect for every-day use but without compromising on racing style. In Deep Black.

URBAN ENDURO



The Urban Enduro version is the ideal companion with which to nimbly get around urban obstacles, and also to reach new places by riding on the less traveled roads. The brown seat with a ribbed

design, lined with technical fabrics, offers maximum ergonomic comfort. The fork protectors, the engine sump guard and the headlight grille protect the key parts of the bike on off-road sections, while the

cross bar stiffens the wide handlebar. Reference to the off-road world is completed by the high mudguard in plastic fibers and by the spoke wheels. In Wild Green.

CLASSIC



The Classic Scrambler is aimed at those who appreciate attention to detail and the 1970s style, but don't want to compromise on riding pleasure

and the functionality of a modern bike. It is characterized by uniquely valuable details, such as the aluminum front and rear mudguards, the spoke

wheels and the brown seat with lozenge inserts. In Orange Sunshine.

A BIKE FOR FREE SPIRITS



SCRAMBLER DUCATI



The goal that inspired the project was to realize a contemporary Scrambler in “post-heritage” style, one through which everyone could express himself and his own personality. Scrambler is the essence of motorcycling, the versatile and essential base every free spirit would like to depart from.

At the same time, it is a true Ducati, an iconic bike with a strong character that dispenses unlimited fun and endless emotions. The Scrambler, in fact, shows itself enjoyable even when entrusted to expert hands and pushed to the limit. Hence, when it came to the chassis we sought to combine stability with the rigidity demanded by a more performing kind of riding, an aim achieved by utilizing suspension that is soft at the

beginning, then becomes progressively firmer through the range of its travel. We have also worked on the riding position: upright torso with wide handlebar and low seat to enhance comfort and control, yet with footpegs that are set back so as to be able to “push” when the pace quickens.

The engine, too, has been optimized in order to attain the right balance between power, delivery and smoothness at low rpm, by working on the camshaft profiles, on the fuelling and on the flywheel weight. Lastly, the sound of the exhaust system has been the focus of in-depth studies, with a view to limiting the noise while retaining the sound that is a distinctive feature of every Ducati.



The Scrambler universe is also clothing, accessories and special parts that allow everyone



to design and build their own world, down to the last detail.

FREE TO EXPRESS YOURSELF AND YOUR PERSONALITY

From the left: Short Track jet helmet by Bell and Heritage goggles, Scrambler Outdoor jacket with removable down lining, Overland gloves in fabric and leather, Cross Country ankle boots; Outdoor down jacket in women's version and Moab T-shirt; Athletic Crew sweatshirt and women's Heritage T-shirt.






REACH NEW LOCATIONS OFF THE BEATEN TRACK

From the left: Outdoor rucksack and SCR 1962 cap, with grey Moab T-shirt for him, white for her; Ghost Rider T-shirt and women's Heritage T-shirt. Short Track jet helmet by Bell, usable with or without peak and also available in brown with yellow stripes.



SCRAMBLER DUCATI



 <http://scramblerducati.tumblr.com>  <http://instagram.com/scramblerducati>  <https://www.facebook.com/scramblerducati>



THE ITALIAN SOUND
www.termignoni.com





WDW2014

WORLD DUCATI WEEK

Ducatiisti from all over the world, a "Desmo family" of 65,000 enthusiasts, were the protagonists of this edition in an atmosphere charged with emotion and impossible to forget. The "red" was everywhere, a sea of bikes, with an incredible selection of Ducatis from every era, from the origins down to the Scrambler to be released in 2015. Our champions were also there. Numbering in the thousands, they paraded, had fun, and were able to ride novelties like the Monster 821.



E M O T I O N S





Ruben Xaus: "I will only tell you that here at the WDW I had a ride on a Panigale: well, between the sound of the exhaust and of the engine, and the riding position... for a moment I wanted to go back to racing." **Regis Laconi:** "I see superb bikes coming onto the track, and they belong to private individuals! No other bike gives you the option to ride on a track and possibly take part in a race with just a few small adjustments." **Andrea Iannone:** "Racing a Ducati and feeling part of the family, at home, was for me a wonderful and almost unexpected sensation. Just like the affection shown to me here at the WDW by the Ducati fans: it is an incentive to try and do even more and better!" **Andrea Dovizioso:** "My bike is born out of the same passion you breathe here at the WDW: to face the very tough rivals we encounter on the track, technology is not enough, one also needs inspiration and a "touch" of personal flair. My Ducati is brutal power in the engine and extreme rigidity in the chassis. I also appreciate the hand-made details, which distinguish it from all the other MotoGPs." **Carl Fogarty:** "A Ducati was my first racing bike, which I bought as I spent all my savings on it. The following year I won at Donington with the same bike. This says everything." **Niccolò Canepa:** "The Panigale enables me to express my riding style fully. In that regard, it is a unique bike. Just as my relationship with Ducati is unique: being able to speak in person to the man who designs the bike I race gives me an excellent feeling." **Manuel Poggiali:** "The Ducati led me to rediscover the pure pleasure of riding. A racing bike perfect even for riding lessons: the students learn and spend an enjoyable day at the same time." **Michele Pirro:** "I remember the first time I rode the official Ducati: what a difference between the 330 km/h of a CRT and the 347 km/h of the MotoGP bike! I enjoy being part of this contest with the giants of world motorcycling!" **Daide Giugliano:** "Being an Italian rider on an Italian bike with such an incredible following, as we see here at the WDW, is one of the motivations that spur me on to give everything, in every race." **Matteo Baiocco:** "Racing for Ducati is a dream come true. When I was young, my father took me to see the races involving the riders I now have alongside me on the starting grid!" **Alex Schacht:** "Taking the Panigale to its limit is pure riding pleasure, it is like



RUBEN XAUS



REGIS LACONI



ANDREA IANNONE

R I D E R S

A UNIQUE
OPPORTUNITY TO MEET
OUR RIDERS

W D W

SURROUNDED BY THE
AFFECTION AND CURIOSITY
OF THOUSANDS OF FANS



ANDREA DOVIZIOSO

taking a bull by the horns!" **Fabio Masei:** "When I rode a Panigale, I realized that this was a bike born and built for racing, not one adapted for racing, the difference is enormous!" **Ondřej Ježek:** "The first time on a Panigale? So small and agile, it seemed to me like a mini bike!" **Giancarlo Falappa:** "The people working at Ducati, everyone, from the manager down to the laborers, do not check the time on their work cards. They check instead that the work has been done to the best of their capacities, and that is the spirit with which I raced my Ducati, always giving my best." **Troy Bayliss:** "As a boy I didn't dream of racing a motorcycle, I dreamed of racing a Ducati! Still today, when I have stopped racing, I am still a DRE instructor, with the Troy Bayliss Academy. I spend wonderful days together with the students, while they learn to ride faster and safer." **Cal Crutchlow:** "At Ducati, I like the response speed in solving problems and the extreme professionalism of the team; while of my bike I particularly like the sound and even the vibrations it transmits to the rider, almost as if it was alive." **Pierfrancesco Chili:** "My relationship with Ducati has been strong and tempestuous, as it happens when you really love what you do. I have ridden 278 races in my life, and the best were those on top of these twins." **Franco Battaini:** "The passion the Ducati fans express here, at the WDW, makes me feel honored to be contributing to the achievement of our main objective: winning!" **Leandro Mercado:** "What impressed me the most at the WDW? Seeing a girl on a Panigale, in South America I have never seen a woman ride such a sophisticated bike." **Carlos Checa:** "When my father heard that I was about to be born, he raced to the hospital on his blue Ducati! He even had an accident, along the way! I was born therefore in the sign of Ducati, though I ride better than my father." **Ivan Goi:** "Innovative: the Panigale has represented an evolutionary jump among sports bikes which went well beyond my expectations." **Chaz Davies:** "I had to get used to the twin-cylinder engine but now, what an acceleration with the Panigale! The Ducati, moreover, has incredible agility and is constantly evolving: the team immediately implements the necessary changes, thanks to the relationship with the parent company, so direct that it amazed me!" **Yonny Hernandez:** "My Ducati is powerful, fast, but also very sexy: it has graceful lines and a "voice," one I would recognize among thousands, which I fall in love with every time I ride it!"

PHOTO BY MILAGRO



CARL FOGARTY



NICCOLÒ CANEPA



MANUEL POGGIALI



MICHELE PIRRO



DAVIDE GIUGLIANO



MATTEO BAIOTTO



ALEX SCHACHT



FABIO MASSEI



ONDŘEJ JEŽEK



GIANCARLO FALAPPA

“
 THE FIRST WORD THAT
 COMES TO MIND FOR
 ALL THE RIDERS WHEN
 YOU SAY DUCATI? IN
 100% OF CASES
 THE RESPONSE IS
 IMMEDIATE AND
 ALWAYS THE SAME:
 PASSION!

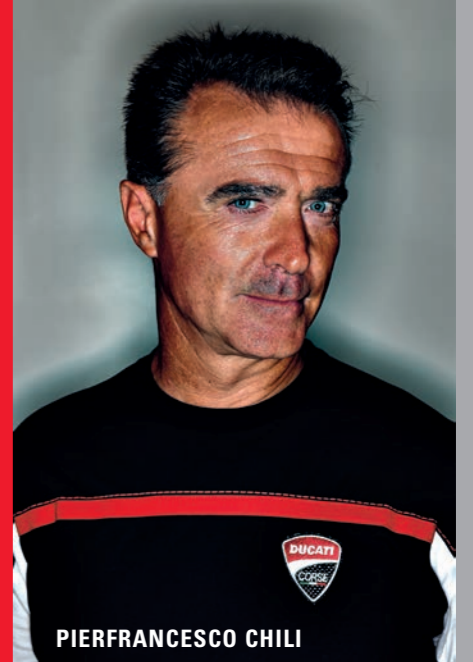


TROY BAYLISS



CAL CRUTCHLOW

“
 BAYLISS: WHAT DOES
 DUCATI MEAN TO ME? I
 HAVE STOPPED RACING
 BUT I STILL FEEL MORE
 AT HOME IN BOLOGNA
 THAN IN AUSTRALIA.
 AND I AM STILL WITH
 THE “REDS” FOR
 RIDING COURSES.



PIERFRANCESCO CHILI



FRANCO BATTAINI



LEANDRO MERCADO



CARLOS CHECA



IVAN GOI



CHAZ DAVIES



YONNY HERDANDEZ

8

EDITIONS



38h. of live broadcasting on WDW TV



56

countries of origin of the 65,000 participants at WDW2014



visitors **65,000** over the three days

200 meters of BBQ



during the "Rustida" in the pitlane of the Misano World Circuit



58 different activities on the track over the three days



271,449 clicks on the posts

2.085 tweets with #worldducatiweek



72,000

photos snapped by the staff photographers



QUIZ

13,000

quizzes on the Ducati theme over the three days of the "WDW Treasure Hunt"

23



official Ducati riders



168 hours set-up time

10

best looking Special Bikes selected for the Ducati Garage Contest



Over 700 test rides on the new Monster 821



16



Pirelli "Diablo Rosso II"

tires put on the canvas for the burn-outs at the end of the "Diavel Drag race by Tudor"



843

votes cast by the participants **GARAGE CONTEST**

15,000 km covered by the staff scooters

IN THE SCRAMBLER AREA, IN 35 HOURS OF ACTIVITY:



4,000 people saw the new Scrambler Ducati

3,500

games of ping-pong and table football were played



803

T-Shirt sold (produced in limited edition)



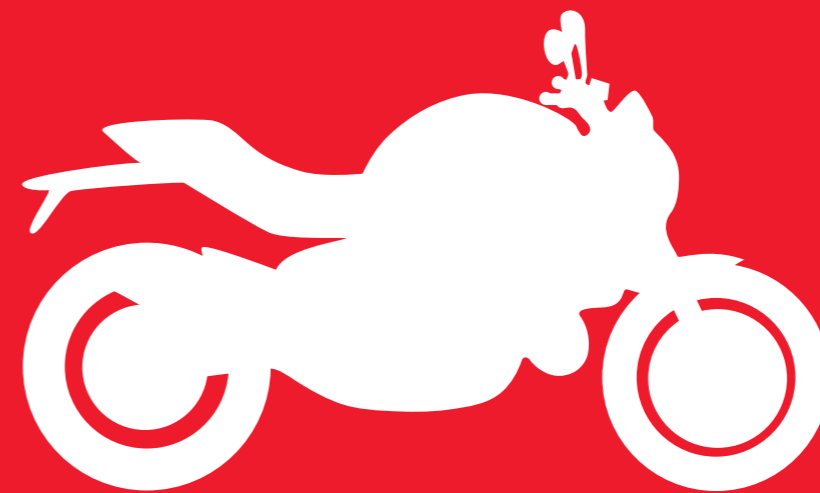
3,000

false moustaches and flower necklaces distributed during the "Scrambler Beach Party"



1,575 minutes of tattooing

NUMBERS



82,800

autographs signed



60 lifeguards
Ducati managers 25

they cooked piadina and sausage for the public during the Rustida



240 journalists (130 Italian and 110 foreign)

18'20"



the time required for the snake of Ducati bikes to exit the "Marco Simoncelli" Misano World Circuit



A total of **10,192**

track laps by cars and bikes during the WDW2014

11

WORLD TITLES



At the start of the Drag Race by Tudor

- 4 WSBK
- 2 Superstock
- 2 Supersport
- 2 MotoGP 125
- 1 MotoGP 250



148,927 views on the Ducati channel

2,500 staff members



20,000

bracelets

6,000

Scrambler pins given as gifts



A total of **20** hours of live music played by "Recrive"



260,000

bottles of water



50

Monsters

ridden by the same number of employees during the **Racetrack Show**



18,333 kilometers traveled by the participant arriving from furthest away



1500°C OF HIGH TECHNOLOGY

Sculpted at 1500°C, the monobloc middle case of the Tudor Black Shield – made entirely of high-tech ceramic – delivers a level of resistance which makes it extraordinarily durable, even in extreme conditions. In customised matt black, the aesthetics of the Ducati Diavel Carbon are as powerful and unique as those of the Tudor Black Shield.

TUDOR BLACK SHIELD

Self-winding mechanical movement, waterproof to 150 m, 42 mm case and bezel, both in high-technology ceramic. Visit tudorwatch.com and explore more.



TUDOR
WATCH YOUR STYLE



Timing Partner



PHOTO BY DARIO ALTAMURA

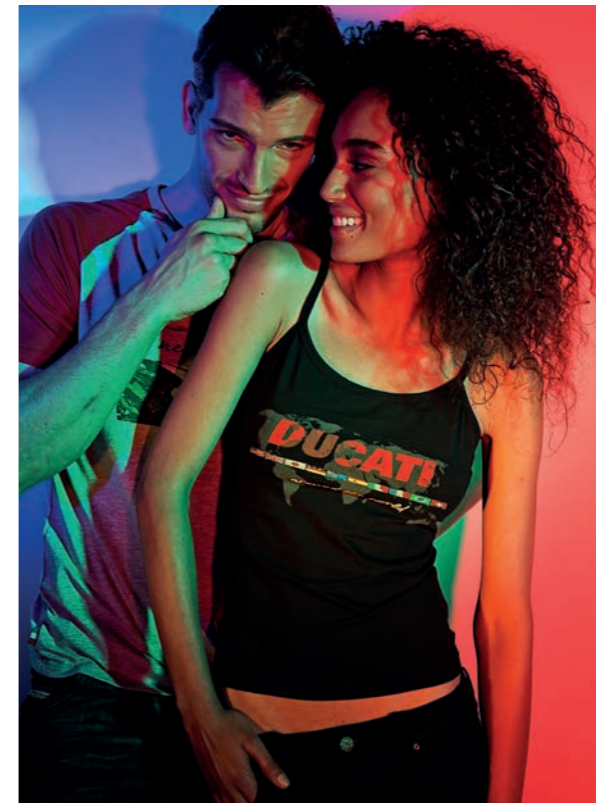


T-SHIRT FLAG

COLLECT THEM ALL.
TEN FLAGS FROM
TEN COUNTRIES,
TEN VERY COLORFUL
WAYS TO CARRY
THE DUCATI NAME
AROUND THE WORLD



All the T-shirts are in cotton and specially soft to the touch thanks to a special enzyme treatment.



For the true female Ducati fan: vest in slightly elasticized cotton printed with all the flags in the series. The wristwatch worn in these photos is the Tudor Fastrider Black Shield model.

DIAVEL TITANIUM

UNIQUE HAND PROCESSING, SOPHISTICATED MATERIALS
LIKE TITANIUM AND CARBON FIBER, CERAMIC COMPOUNDS
AND EXCLUSIVE FINISHES. ONLY 500 WILL BE MADE



EXCLUSIVITY, TECHNOLOGY, CRAFTSMANSHIP. A LIMITED EDITION



The Diavel has a personality all its own, exclusive in philosophy, aesthetics, and performance in the world of cruisers. It combines an unmistakable look with all the DNA of a Ducati in terms of power, performance, rideability, and technology.

The new Diavel Titanium, produced in a limited series of just 500 numbered bikes, was created to satisfy the demands of those in search of an even more radical degree of customization and refinement.

The philosophy inspiring the Diavel Titanium is that of creating an exclusive bike, elegant and enhanced with components and accessories handmade in sophisticated and innovative materials. With this aim the tank cover, part of the seat cover, and the headlight cover are made in titanium, while the radiator covers, fuel cap surround, air intakes, micro-windshield, front sprocket cover, and mudguards are all in carbon fibre.

Other details made using special processes and high quality materials include: billet machined rear-view mirrors; a frame

finished with an exclusive dark chrome treatment; a seat cover in leather and Alcantara; and a silencer cover in brushed stainless steel. The rims are forged and machined, while an advanced composite ceramic material named Zircotech was used for the exhaust tubes.

The trellis frame is made of steel tubes, and is combined with fully adjustable suspension and powerful brakes with a decidedly racing-derived look and performance.

There are two semi-floating 320 mm discs at the front combined with Brembo radial monobloc 4-piston callipers, and at the rear a 265 mm disc with 2-piston floating calliper. The electronic control systems are also of the latest generation, and include Riding Modes, Ducati Traction Control, Ride by Wire, and ABS.

The finish and features that testify to the high technology and handcrafting of the new Diavel Titanium are combined with the defining features that have always characterized the Diavel, including the engine - a liquid-cooled Testastretta 11° DS capable of delivering 162 HP and prolific torque right from the lowest rpm.

TECHNICAL SPECIFICATIONS DIAVEL TITANIUM

162hp - Titanium body panels - Carbon air intakes

PHOTO BY PIERO CASADEI



THE HEART OF
NUMEROUS
CUSTOMIZATIONS?
THE EXHAUSTS.
TERMIGNONI
WILL SEE TO IT

PHOTO BY PIETRO BIANCHI

TERMIGNONI

THE AIMS: HIGHER PERFORMANCE, LESS WEIGHT, EXCLUSIVE LOOK, 100% DESMOSOUND. THE ANSWER: DUCATI PERFORMANCE EXHAUSTS BY TERMIGNONI. A RANGE FOR ALL MODELS, PAST AND PRESENT. THE EXHAUSTS APPROVED FOR ROAD USE ENHANCE BOTH THE STYLE AND THE DESMOSOUND, WHILE THE RACING SYSTEMS RELEASE ALL THE POWER OF THE DUCATI TWIN-CYLINDER ENGINE

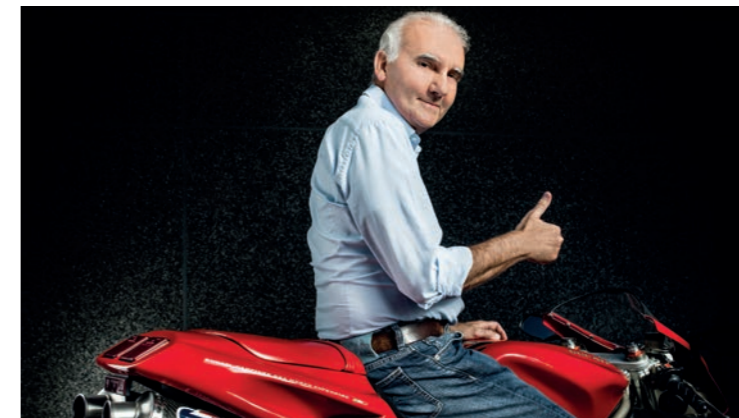




Perhaps, Luigi Termignoni was not destined for motorcycles, but sometimes, as we know, passion intervenes and everything changes. As he told us, Luigi comes from a family that had nothing to do with motorcycles but he was sufficiently attracted to race in secret until he was found out as a result of an accident.

That was in 1963, and Luigi was only 20 years old, but the family seconded his passion for bikes and supported him as he undertook the activity of custom engine builder. Since the late 1980s, he began the production of silencers, which expanded year after year to eventually become Termignoni's main activity. His collaboration with Ducati started in the early 1990s, with the realization of the titanium exhausts for the Cagiva/Ducati that went on to win the Dakar rally in 1992.

LUIGI TERMIGNONI ASTRIDE A 916. THE MAN WHO CREATED THAT REVOLUTIONARY EXHAUST SYSTEM



Over the years, Termignoni abandoned the production of the "original equipment system" in order to specialize in after-market designs and racing versions. Since 2002, his supplies to Ducati have focused on these two sectors, and the partnership has become ever closer.

The Ducati Performance exhaust systems by Termignoni are the result of two exceptional ingredients: the creativity of the Ducati designers and Termignoni's ability to model the noblest materials. The production process takes place largely inside the plant, in the province of Alessandria, only a stone's throw away from the roads all bends that take one to the Liguria coast: it starts with raw materials and the Ducati Design Center drawings, and eventually arrives at the finished product ready for delivery.

Processing envisages the cutting of metal sheets and pipes, the creation of pressed items, welding, sandblasting, and assembly of all the parts.

Manual tooling still plays an essential role, and it is a company's reason for pride to assert that the whole product is strictly "Made in Italy".



THE MONSTER FAMILY GROWS STRONGER WITH THE 821 VERSION AND ITS 112 HP TESTASTRETTA 11° LIQUID-COOLED ENGINE

PHOTO BY GIOVANNI DE SANDRE,
PIERO CASADEI, MILAGRO

Over twenty years after its first appearance the evolution of the Monster continues, enabling this family to maintain the distinguishing features and stylistic and conceptual signatures that have defined the naked sport bike segment, a true revolution in terms of design and technology.

Following the introduction in 2013 of a new generation of Monsters completely redesigned with a 1200cc engine, this renowned and iconic family of naked bikes is now completed with a version packing a Testastretta 11° 821 cc engine, reinforcing the concept underlying its success: versatility, fun, style.

Ducati Corse SBK, eye-catching new looks for the very famous Chaser V model by Arai, combined with a Hi tech jacket and Company leather trousers. Sport boots and Performance leather gloves complete the outfit. Photo in Bologna, Passo della Futa.

TECHNICAL SPECIFICATIONS MONSTER 821

112hp - 179.5kg - Brembo monobloc callipers with ABS - Adjustable seat height (785 - 810 mm)





MONSTER 1200: THE NEW GENERATION OF THE MOST FAMOUS AND LOVED NAKED

The Monster has always symbolized emotions and biking passion, and extending this was a difficult task but the objective was achieved thanks to a radical renewal based on cutting-edge design and technology, like a load-bearing engine connected to a front and a rear frame, a structural idea derived from the Panigale.

All the components are extremely high level, from a braking system which is among the most advanced and best performing available, to the second-generation liquid-cooled Testastretta 11° engine, optimized for this Monster 1200.

A new compression ratio was adopted, and new exhausts, intake manifolds, and throttle bodies were fitted; the electronic units have been remapped and the Riding Modes redefined. The result: a substantial 135 HP and hefty torque but, in addition to increased performance, improved comfort, versatility, ease of riding, and safety.

TECHNICAL SPECIFICATIONS MONSTER 1200

135hp - 182kg - Brembo monobloc callipers with
ABS - Adjustable seat height (785 - 810 mm)

MONSTER 1200

MONSTER 1200 S

MONSTER 1200 S DELIVERING 145 HP: THE HIGHEST PERFORMANCE IN THE HISTORY OF THE FAMILY

Dedicated to those enthusiasts who want the absolute maximum Monster, the S version offers a "performance package" that raises the power of the liquid-cooled Testastretta 11° to 106.6 kW (145 HP) at 8,750 rpm, with a torque of 124.5 Nm (12.7 kgm) at 7,250 rpm.

This equates to an increase of 10 hp and 1 kgm of torque compared to the standard version. In addition the Monster 1200 S features racing-derived brakes, at the front two 330 mm semi-floating discs, Brembo radial monobloc 4-piston M50 callipers, and a radial master cylinder.

This "S" version also bears the unmistakable signature of fully adjustable Öhlins suspension, a front mudguard in carbon fiber, and three-spoke rims in a lightweight machined design.

Pure Ducati style: Company jacket in leather with EC-certified protectors on the elbows and shoulders and a pocket for the insertion of a back protector. It is combined with Company trousers in leather with elastic fabric inserts, and Sport boots. Photo in Tenerife.

TECHNICAL SPECIFICATIONS
MONSTER 1200 S
145hp - 182kg - Brembo monobloc Evo M50
callipers with ABS - Öhlins suspension - Front
mudguard in carbon fiber



MONSTER 821 AND 1200 S STRIPE: DIFFERENT ENGINES, THE SAME LOOK, THE SAME CONCENTRATION OF TECHNOLOGY

The advanced technology of the braking system and suspension, combined with top class components and an exquisitely Italian style, are integrated into completely redesigned ergonomic features.

All this to offer the most seductive, high performance, versatile Monster ever.

This new generation of Monsters is also extremely comfortable thanks, among other things, to a seat height adjustment system. Other features include: an 8-level traction control system, 3-level ABS, and 3 Riding Modes, selectable with the turn indicator cancel button.

The Monster 821 and 1200 versions implement the latest generation technology to ensure perfect harmony between rider and bike, offering a unique riding experience, in total safety and comfort.

Monster 821 Stripe

Standard equipment: fully adjustable 43-mm upside-down fork and headlight fairing.

Monster 1200 S Stripe

Standard equipment: carbon fiber belt guards, Ducati Performance number plate holder and headlight fairing.





CLEAR-CUT,
ESSENTIAL LINES.
GARMENTS IN
LEATHER OR
FABRIC, WITH
CERTIFIED
PROTECTORS.
IT IS DUCATI'S
VERSION OF THE
URBAN STYLE

PHOTO BY STEFANO GILERA

Soft leather thanks to special waxes, certified protectors and an exclusive design: the Classic C2 jacket, in versions for men and for women, wins over both groups. New is the Thunder full-face helmet, based on Arai's Quantum ST model.



The 80s jacket is a Ducati brand bestseller. In either red or black, including in the women's versions, it is realized in soft cowhide, with elasticized fabric inserts.
Right: the Urban jacket, light, perforated, equipped with soft invisible protectors.





Perfect even after you have parked your Ducati: Urban jacket in black version and Urban waterproof boots. On the opposite page: above, the light CityTex fabric jacket for him and for her; at the bottom, the Company jacket in leather, with finishes and colors in pure Ducati style. Left: the Logo bomber jacket. The Downtown messenger, as shoulder bag.



For him and her, the Diavel jacket in Cordura® Comfort.
A garment with an urban look yet rich in technical solutions.
The wristwatch worn in these photos is a Tudor Fastrider Black Shield model.

LEATHER AND
FABRIC, FOR A
WOMAN WHO
ALWAYS TAKES
A LEADING ROLE

80s leather
jacket with soft
CE shoulder and
elbow protectors.
Right: Ducati
Corse tex jacket
in Cordura®, with
removable lining
and certified
protectors

PHOTO BY DARIO ALTAMURA



E N E R G Y



PASSION AT WORK

A WORLD THAT SPEAKS ABOUT YOU
EVEN WHEN YOU ARE NOT RIDING

STILL LIFE BY ALBERTO FAVARA



01. iPad® case in neoprene. 02. Polycarbonate cover for Samsung Galaxy S4®. 03. Pass lanyard with key ring. 04. Silk tie. 05. Ceramic mug. 06. Enameled lighter. 07. Quartz watch. 08. Quartz chronograph. 09. Metal sign with embossed details. 10. Mouse pad. 11. Polycarbonate cover for iPhone 5®. 12. Ballpoint pen with carbon fiber insert. 13. Wall clock in aluminum and glass. 14. iPad® cover. 15. Steel thermos flask.

BEACH



01



02



03



04



05



06



01



02



03



04



05



06



07



08



GYM

Ducati Corse beach line. Model wears a Ducati Corse bikini with print. 01. Trucker cap with patch and embroidery. 02. Cotton beach towel. 03. Flip-flops with printed logo. 04. Ducati Corse Sport analog quartz watch, with silicone strap. 05. Women's vest in elasticized cotton, with patch and print. 06. Rucksack with removable helmet holder.

Ducati Corse gym line. Model wears a white T-shirt with prints and patch. 01. Black cap with patch and embroidery. 02. Ducatiana Racing T-shirt. 03. Ducati Corse T-shirt, black version. 04. Gym bag with pockets and reinforced base. 05. Ducati Corse waist bag with refracting inserts. 06. Swim shorts. 07. Ducati Corse Fan watch. 08. Black microfiber towel.

TIME LINE

HISTORICAL AND 80S: TWO LINES THAT RECOUNT

THE DUCATI STORY. ITALIAN FLAG AND EMBROIDERED

LOGOS, DETAILS OF A PURELY MADE IN ITALY STYLE

PHOTO BY DANIELE TESTA



80s. For him and for her: cotton sweatshirts, polo shirts, and T-shirts enriched with felt patches and with rubber and fabric appliqués.



All the garments in the 80s line are made in Italy. The trendy flavor is guaranteed by the vintage effect of the customized details.



80s sweatshirts, shirts, polo shirts and T-shirts are distinguished by a particularly soft finish, the result of a special carbon treatment.



80s cap. In cotton, with embroidered logo, one size fits all



80s ceramic mug.



Historical cover. For Samsung Galaxy S4®



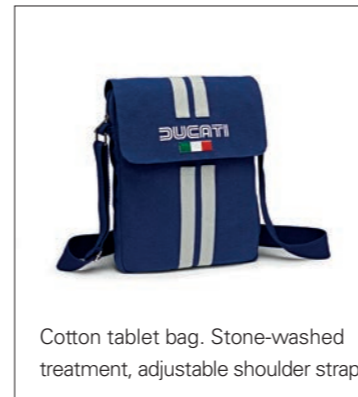
80s kids' sweatshirt. In cotton, carbon treatment. From 1 to 10 years.



80s bracelet. In cowhide with enameled closure.



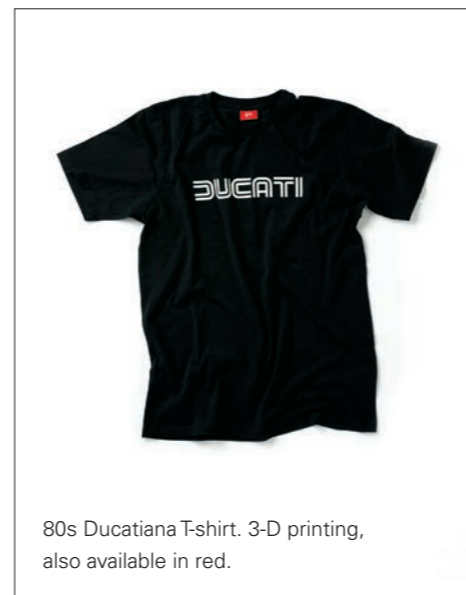
80s leather jacket, with certified protectors and back protector pocket. Also in women's version.



Cotton tablet bag. Stone-washed treatment, adjustable shoulder strap.



Kids' cotton T-shirt, with flock print. From 3 months to 10 years.



80s Ducatiana T-shirt. 3-D printing, also available in red.



80s cap. Stone-washed treatment, with embroidery and felt patch.



80s kids' polo shirt. In cotton pique with rubber and fabric appliqués. From 1 to 10 years.



Historical. Lean size range for women's short-sleeved polo shirt, worn under the grey hooded sweatshirt with full-length zip. For him, leather jacket with the historical logos and Metropolitan Ride T-shirt.



Tempo wristwatch
Retro-style.
In quartz,
leather strap,
brushed steel case.



Metal shield sign, cm 40x57.



Retro
quartz analog
chronograph,
with leather
strap.



Historical jacket in cowhide with patches, historical logos, customized lining and adjustable waist.



Historical Pashmina. In viscose,
with print of historical logos.



Metropolitan Pashmina,
in viscose, cm 100x110.



From the top: Retro cap in cotton with patch, embroidery and print; Historical stone-washed cap with patch and embroidery.

For her:
Historical sweatshirt,
with hood and full
length zip, cold
dye and laser
cut raw edges.



For her:
Elasticized
historical
polo shirt in
cotton with
patch appliqué.



Workshop sign in metal,
cm 60x34.

COME HAVE A COFFEE WITH US



DUCATI RED
ARRIVES
IN THE
KITCHEN.
BREAKFAST
OR APERITIF?



STILL LIFE BY ALBERTO FAVARA

01. Ice cube and oven molds in silicone. 02. Set of 6 Ducati Corse coasters. 03. Set of 6 Company coffee cups in ceramics. 04 and 05. American style Racing breakfast napkins for young and grown-up champions. 06. Set of 6 Company cappuccino cups in ceramics.

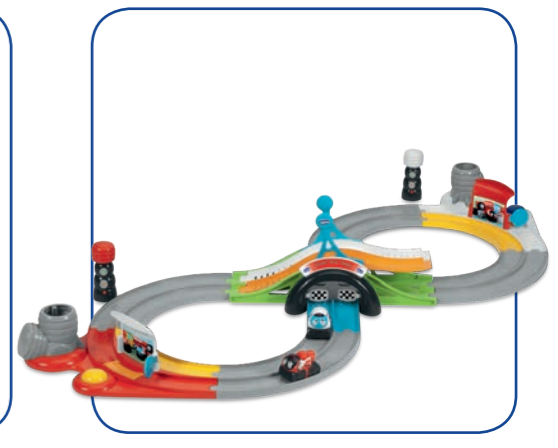
DUCATI MONSTER



1198 RC



TURBO TOUCH



MULTI PLAY RACE TRACK

CHICCO AND DUCATI, TOGETHER IN POLE POSITION!

The line of products that combines Chicco's specialisation in the world of children with the unmistakable racing design of Ducati.

Toys with which kids can use their imagination and creativity skills to create situations that are typically tied to the adult world, helping them to develop their own identity.



www.chicco.com



wherever there's a baby

YOU ARE BORN DUCATISTA AND YOU BECOME ONE AS WELL. A FULL OUTFIT FOR BABY BIKERS.



STILL LIFE BY ALBERTO FAVARA

WHEN ARE YOU GOING TO BUY ME A MOTORCYCLE?

01. Cushion cover with championship shield and Ducati Corse stripe. 02. Cap and scarf with print and patch. 03. Ducatiana T-shirt, from 3 months to 10 years. 04. Ducati Corse T-shirt, from 2 to 10 years. 05. Baby's Letters T-shirt, from 3 months to 4 years. 06. Set of 2 rompers in hypoallergenic cotton. 07. Ducati Corse T-shirt from 3 months to 4 years. 08. Ducati Corse hooded sweatshirt. 09. Small Cucciolo cuddly toy (15 cm). 10. Set of 2 bibs in interlock cotton. 11. Large Cucciolo cuddly toy (25 cm). 12. Ducati Corse romper. 13. Company baby ankle socks. 14. Cotton sweatshirt trousers with patch and print.



my collections





THE WHOLE WORLD SPEAKS DUCATI

CLEAR-CUT LINES AND PRECISE DETAILS,
THE COMPANY AND DUCATIANA LINES CLOTHE
YOUR PASSION IN AN UNMISTAKABLE STYLE



PHOTO BY DARIO ALTAMURA



Above: for him and for her:
Company sweatshirt in cotton
and polyester, with full-length zip
and outside pockets, enhanced by
patches and embroidery.
Left: Company polo shirt for men
in cotton pique with patch and red
detail on the chest.

Right, from the top: red women's
T-shirt with laminated print logo;
highly breathable Windproof Ducati
jacket; men's polo shirt in cotton
pique, here in the red version.
Downtown laptop bag. The
wristwatch worn in these photos
is the Tudor Fastrider Black
Shield model.





STILL LIFE BY ALBERTO FAVARA

01. Downtown tablet bag with eco leather insert and reflector trim. 02. Red Company cap, also available in black. 03. Men's Ducatiana polo shirt in red and black versions. 04. Company belt in fabric and leather with hot branded logo. 05. Fuel tank key ring in rubber: black for the Monster and red for the 1199 Panigale. 06. Company key ring in rubber. 07. Crono Total Black quartz watch with steel case and leather strap, WR to 50 m. 08. 1199 Panigale model scale 1:18. 09. Ducati screen cleaner. 10 and 14. Black and red Ducatiana T-shirt for women in elasticized cotton. 11. Company bracelet with leather strap. 12. Company Evo cap with eco leather patch. 13. Downtown laptop bag with eco leather insert and reflector trim. 15. Camaro shoes by Diadora with upper in suede leather and fabric.

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Ducati Bicycles 729 SX
Racing soul.





FIM SUPERSTOCK CUP 2014. ANOTHER SUCCESS FOR THE 1199 PANIGALE R

PHOTO BY ENGLISHPHOTO



SUPERSTOCK1000 ◀
FIM CUP
2014 CHAMPION

In a struggle that was only resolved under the checkered flag of the final race at the French Magny-Cours circuit, Leandro 'Tati' Mercado of the Barni Racing Team, on his 1199 Panigale R, won the 2014 Riders' title in the Superstock 1000 FIM Cup category. At the end of a season filled with success and a final balance of four podium rankings in seven races, Tati secured the championship with a total of 117 points, gifting Ducati their fifth Riders' title in the Superstock category since 2007, the first for the Barni Racing Team.



International German
Superbike Champion

THE 1199 PANIGALE R DOMINATES THE IDM 2014 CHAMPIONSHIP

The 3C Racing team and their rider Xavi Forés have won the 2014 Riders' and Manufacturers' titles in the sharply contested German Superbike Championship, the IDM. The Spanish rider on his Ducati 1199 Panigale R literally dominated with eleven outright victories in fifteen races, so much so that in the Manufacturers' ranking Ducati was a solid 161 points above the second place.

Ducati gratefully acknowledge the 3C Racing Team and the Barni Racing Team, together with all their riders, for the great determination, professionalism, and enthusiasm that enabled them to achieve these fantastic results.





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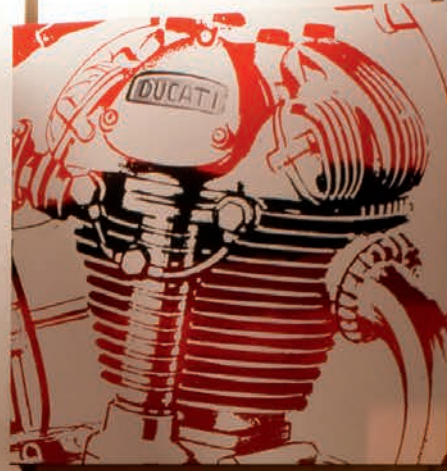
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Find out more on www.mazuoli.it



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DUCATI
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