

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

Facts & Figures (as of December 31, 2023)

- Founded: 1926
- Production (2023): 55,226 motorbikes
- President and CEO: Claudio Domenicali
- Employees: 1,940

Portrait

Powerful engines, unmistakable design, innovative technologies, and a great deal of passion for motorbikes: this is the credo that the company, founded in 1926, still follows today in the development and construction of its world-famous motorbikes. Ducati has been part of the Audi Group since 2012 and, together with Audi, Lamborghini, and Bentley, belongs to the Brand Group Progressive.

Ducati will continue to be represented with a broad product range in the most important market segments in 2024: Diavel*, XDiavel*, Hypermotard*, Monster*, Multistrada*, Panigale*, Streetfighter*, SuperSport*, Scrambler Ducati*DesertX* and the new Hypermotard 698 Mono RVE* as part of the Hypermotard family. Since 2019, Ducati has also been building high-quality e-mountain bikes and city e-bikes.

New models for 2024

In 2024, Ducati will enter the high-performance single-cylinder supermoto segment with the new Hypermotard 698 Mono. Powered by the new Superquadro Mono engine derived from the Panigale, the motorbike sets new standards with 77.5 hp at 10,250 rpm. Sophistication is provided by the racing-derived electronics package. The DesertX Rally takes the off-road capabilities of the DesertX family to a new level thanks to professional components and racetrack development. The Multistrada V4 RS combines the two worlds of touring and superbike racing and offers a special riding experience thanks to the power and sound of its Desmosedici Stradale engine. The Monster 30° Anniversario celebrates the anniversary of the original sports naked bike, while the Multistrada V4 Grand Tour is the ultimate touring motorbike for long-distance travelers.

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*



Sophisticated technology and characteristic design

Style, sophistication, and performance are the brand's core values. Ducati motorbikes are the expression of sophisticated technology, unmistakable design, and, above all, great passion.

The essence of Italian style is reflected in the sleek lines of each model, whose high technological standards and performance benefit all motorcyclists who want to experience exceptional riding pleasure. The highest quality standards, constant innovation, and attention to rider safety are just some of the features that characterize Ducati motorbikes and guide the development of all new products. Drawing on its unique history and heritage, Ducati has never lost sight of its ambitious goal: to become the favorite brand for exceptional motorbikes.

Ducati sells its motorbikes in more than 90 countries. The most important markets are Europe, North America, and the Asia-Pacific region. Ducati has 843 authorized dealers and 14 subsidiaries.

Motorsport

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

The transfer of technology from the racetrack to series production is a substantial success factor for the brand. From aerodynamics and ergonomics to the engine and frame: All technical aspects can benefit from the constant transfer of knowledge and experience. "By testing our innovations and our pioneering technological solutions on the racetracks of the world, we provide the Ducatisti with exciting and desirable products," says Claudio Domenicali, CEO of Ducati Motor Holding.

A memorable 2022 was followed by another season for Ducati in 2023 that will go down as a great success in the brand's long motorsport history: The successful Italian duo Francesco Bagnaia and the Ducati Lenovo Team's Desmosedici GP won the MotoGP world title for the second time in a row. It was Ducati's third triumph in the premier class of motorbike road racing after Casey Stoner's MotoGP title in 2007. In an intense neck-and-neck race with Spaniard Jorge Martin (Prima Pramac Racing Team) right up to the final race, Bagnaia won seven of the 20 Grand Prix races held. He also took four first places in the half-distance sprint races on Saturday, which were held for the first time in the 2023 season.

Ducati also won the world title in the constructors' championship, as it did in 2007, 2020, 2021 and 2022. In 2007, 2021 and 2022, it also won the team title. In total, Ducati achieved 44 podium finishes with eight individual riders in the 2023 MotoGP season. Three Ducati riders finished on the podium in the overall MotoGP standings. "This is the biggest and clearest proof of Ducati's supremacy in the premier class of two-wheel racing," said Ducati CEO Claudio Domenicali.



Ducati successfully defended the title in the 2023 World Superbike Championship with Álvaro Bautista. The Borgo Panigale-based brand also took the constructors' and team titles in this prestigious racing series. Ducati has been represented in the Superbike World Championship since the first edition in 1988 and has won 16 riders' and 19 manufacturers' titles over the years. With 400 victories and more than 1,000 podium finishes, Ducati has established itself as the most successful manufacturer in this category. Moreover, no other motorbike manufacturer has ever managed to win both the riders' and constructors' world titles in MotoGP and WorldSBK two seasons in a row.

A dream result, completed by the SuperSport title won by Nicolò Bulega. In the history of this racing series, this is the second world championship victory for Ducati after Paolo Casoli's triumph in 1997 with the Ducati 748 in Giallo Ducati. Bulega dominated in 2023 and will compete in the 2024 World Superbike Championship as a works rider and team-mate of Álvaro Bautista on the Panigale V4 R of the Aruba.it Racing-Ducati team.

In 2024, Ducati will once again be the sole supplier for the FIM Enel MotoE™ World Cup, the electric class of MotoGP, in which up to 18 electric motorbikes will take part. Motorbikes that are developed, produced, and put on the road by Ducati. As always, Ducati's participation in the races serves as a development laboratory for technologies and solutions that - as soon as battery technology allows - will be transferred to series products and made available to all motorcyclists. Being part of the Audi Group offers the best conditions for the exchange of expertise in the field of electric drives.

Ducati will also be opening a new motorsport chapter from the 2024 season. With the debut of the Ducati Desmo450 MX in the Italian Motocross Championship, the brand is officially entering off-road competitions. The sports program will be organized and managed by the Ducati Corse R&D - Factory MX Team, which was set up specifically for this new, multi-year project. By participating in the program, Ducati aims to confirm the technical choices made for the motorbike on the racetrack. Off-road engines and motorbikes will follow on this basis.

Sustainability

Protecting the environment is a top priority for Ducati. Sustainability determines our actions both at the company site and in the development of the brand. An attitude that CEO Claudio Domenicali reaffirms. "Sustainability affects all areas of the company - from industrial development to the organization of events and the daily actions of each individual employee through to the design of future products."

Since 2013, an environmental guideline has marked the company's path to greater sustainability. In it, Ducati defines goals for the protection and preservation of the environment. In 2014, Ducati's environmental management system was certified in accordance with the international standard ISO 14001:2004. In 2022, Ducati adopted a new environmental and sustainability strategy that encompasses the company's environmental principles.

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In the recent past, Ducati has initiated numerous activities to minimize the impact of production on the environment. In 2016, the company installed a combined heat and power plant that supplies electricity, heat and cooling energy and significantly reduces CO₂ emissions. The additional electricity required comes from renewable energy sources. Since the combined heat and power plant was commissioned, 10,700 tonnes of CO₂ have been saved (as of December 31, 2023). In 2023 alone, Ducati saved 1,305 tonnes of CO₂; the same amount would be generated by 2,571 flights from New York to Rome per person. In addition, the plant in Bologna uses fewer volatile organic compounds. Another important aspect is the reduction of waste: Ducati recycles 98 percent of the waste it produces (as of December 31, 2023).

To support its sustainability strategy, the company also established a biomonitoring project of bees in 2016. Together with the Faculty of Veterinary Medicine at the University of Teramo, Ducati is using around 500,000 bees as bioindicators as part of an environmental monitoring program.

With this project, Ducati is analyzing sources of pollution in the vicinity of the five beehives. As part of the project, specialists identified 278 potential pollutants, including heavy metals, furans, dioxins, and pesticides. Since 2020, Ducati has been participating in the “SU-EATABLE Life” project funded by the European Union to promote sustainable nutrition in the company canteen. During a seven-month experimental phase, Ducati was able to reduce its environmental footprint by 30 tonnes of CO₂ and around 23 million liters of water; at the same time, users of the company canteen were made aware of the impact of food on the environment and the importance of a balanced diet. Following the results from the Ducati canteen, the brand decided to implement the principles of the SU-EATABLE LIFE project in the Ducati Lenovo Team Hospitality at all European races from May 2022.

Ducati also pays attention to sustainability when organizing events, as demonstrated by the ISO 20121 certification for sustainable event management that the company received for the 2016, 2018, and 2022 editions of World Ducati Week (WDW). WDW is the world's first event in the two-wheeler sector to be certified as a sustainable event.

At the end of 2022, Ducati inaugurated a new production facility with a total area of 4,400 square meters, where the finishing of the motorbikes takes place. The building is classified as a Nearly Zero Energy Building thanks to its energy-efficient materials and technical systems, as well as the use of renewable energy. Ducati will soon install a 297-kilowatt-hour photovoltaic system on the roof, which can generate more than 300 megawatt hours of clean energy per year.

In addition, Ducati is reducing energy consumption within the new production facility by using highly efficient air conditioning systems and natural lighting. Large glass and polycarbonate surfaces have been installed for this purpose. A green area is being created in the inner courtyard. Ducati uses only LED lamps for the artificial lighting. An underground rainwater storage tank holds around 150 cubic meters.



Ducati uses around 90 percent of the rainwater for industrial processes. In 2023, Ducati reduced the amount of water drawn from wells and the water network by 30.1 percent. Given the proximity of the new building to the biomonitoring station and its bees, Ducati decided to use the insects as bioindicators to monitor and analyze the environmental impact of the various construction phases of the new building.

History

In 1946, Ducati began production of its first motorcycle-related product: the Cucciolo was a bicycle with an auxiliary engine and a displacement of 48 cubic centimetres. The first complete Ducati motorbike rolled off the assembly line in 1949. Its engine was a further development of the Cucciolo. From the 1970s onwards, the V2 twins with vertical shaft drive caused a sensation. In 1987, the Ducati 851 laid the foundation for the model series of superbikes with liquid-cooled engines. The Ducati 916 set new standards in motorbike design in 1994. Today, Ducati's wide range of models, from the off-road specialist DesertX* to the uncompromising Panigale V4* sports motorbike, meets the tastes of many motorbike enthusiasts from all over the world. In 2023, the Italian manufacturer from Borgo Panigale near Bologna delivered 58,224 motorbikes worldwide.

On July 4, 1926, the brothers Adriano, Bruno, and Marcello Ducati founded the Società Scientifica Radiobrevetti Ducati. The first products were capacitors for radios and radios. In 1954, the company was split into Ducati Elettronica S.p.A. and the motorbike manufacturer Ducati Meccanica S.p.A. In 1954, Italian motorbike designer Fabio Taglioni ushered in the era of Ducati's typical desmodromic system, the forced valve control system that dispenses with valve springs and enables high engine speeds.

At the beginning of the 1980s, Ducati was only producing around 3,000 motorbikes a year under the control of IRI - EFIM - Finmeccanica. On June 1, 1983, IRI - EFIM - Finmeccanica announced a joint venture with Cagiva. Two years later, Cagiva took over the company completely. At the time, the brand promised to retain the Ducati brand name with its own model range. In 1996, Ducati had serious difficulties - production fell from 20,989 motorbikes in 1995 to 12,509. Following a slump in sales in 1996, the US-based Texas Pacific Group (TPG) and Cagiva founded the joint venture Ducati Motor. In 1998, TPG bought the remaining 49 percent of Ducati from Cagiva.

2006 was a year of anniversaries: 80 years of Ducati, 60 years of motorbike production, and 50 years of desmodromics. In the same year, TPG sold its 30 percent stake in Ducati to Investindustrial Holding. In April 2012, Audi and the previous owner, Investindustrial, announced that Audi would acquire 100 percent of the shares in Ducati Motor Holding. Following approval by the antitrust authorities, Ducati was integrated into the Audi Group and thus into the Volkswagen Group. Since then, Ducati has recorded continuously rising sales figures.



From a technical point of view, Ducati had been focussing on the 90° V-engine with upright cylinders in the direction of travel since the early 1960s, as would later become typical for Ducati engines. The era of the air-cooled "L-Twin" began in 1971 with the Ducati 750 GT, with which the engineers achieved lower vibrations and better cooling.

In 1987, with the Ducati 851, the brand laid the foundation for the superbike model series with liquid-cooled engines and four valves per cylinder.

In 1994, the Ducati 916 impressed with its racing-inspired design. From 1993 onwards, the air-cooled Ducati Monster became a successful model, and its increasing unit sales brought the brand back into the circle of top-selling European motorbike manufacturers.

In 1988, Ducati took part in the Superbike World Championship with the Ducati 851 in its debut season. Over the years, Ducati has won 16 riders' and 19 manufacturers' titles, over 400 victories and more than 1,000 podium finishes, establishing itself as the most successful team in this racing series.

In 2002, Ducati decided to start developing a MotoGP bike and presented the prototype of the Desmosedici. In 2007, Ducati won the MotoGP riders' title for the first time with Casey Stoner. In 2022 and 2023, Francesco Bagnaia repeated this feat by winning the title on the Desmosedici GP.

Opened in 1998, the Ducati Museum in Bologna tells the story of the brand through its production motorbikes, the brand's great racing heritage, and the history of the company. The museum houses more than 44 legendary motorbikes, 26 racing bikes, and 18 road motorbikes.



Communication Ducati Motor Holding S.p.A.

Irene Piccinini
Corporate Communications
Tel.: +39 051 641 3721
Mobile: +39 3450 0605351
Email: irene.piccinini@ducati.com
www.audi-mediacyenter.com

Communication Production Sites

David Helm
Press Spokesperson International
Locations / Audi Group
Tel: +49 841 89-987646
Mobile: +49 152 58811987
Email: david-johannes.helm@audi.de
www.audi-mediacyenter.com

Communication Ducati Motor Holding S.p.A.

Giulio Fabbri
Product Communications Manager
Tel.: +39 051 641 3864
Mobile: +39 338 9420297
Email: giulio.fabbri@ducati.com
mediahouse.ducati.com
www.audi-mediacyenter.com



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 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2023, the Audi Group delivered 1.9 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, Audi Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion. Worldwide, an annual average of more than 87,000 people worked for the Audi Group in 2023, more than 53,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.



Fuel consumption and emission values of the models mentioned:

Ducati Diavel

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

Ducati XDiavel

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

Ducati Diavel V4

Fuel consumption combined in l/100 km: 6.4 (36.8 US mpg);
CO₂ emissions combined in g/km: 154 (247.8 g/mi); CO₂ class: E

Ducati Streetfighter V2

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

Ducati Streetfighter V4

Fuel consumption combined in l/100 km: 7.6 (30.9 US mpg);
CO₂ emissions combined in g/km: 178 (286.5 g/mi); CO₂ class: G

Ducati Multistrada V2

Fuel consumption combined in l/100 km: 5.9 (39.9 US mpg);
CO₂ emissions combined in g/km: 137 (220.5 g/mi); CO₂ class: E

Ducati Multistrada V4

Combined fuel consumption in l/100 km: 7 (33.6 US mpg)
CO₂ emissions combined in g/km: 162 (260.7 g/mi); CO₂ class: F

Ducati Hypermotard

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

Ducati Hypermotard 698 Mono

Fuel consumption combined in l/100 km: 4.8 (49.0 US mpg)
CO₂ emissions combined in g/km: 112 (180.2 g/mi); CO₂ class: C

Ducati Monster

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

Ducati Panigale V2

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

Ducati Panigale V4

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

Ducati Panigale V4 R

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

Ducati SuperSport

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

Ducati Superleggera

Combined fuel consumption in l/100 km: 8.0 (29.4 US mpg);
CO₂ emissions combined in g/km: 185 (297.7 g/mi); CO₂ class: G



Ducati DesertX

Fuel consumption combined in l/100 km: 5.6 (*42 US mpg*);
CO₂ emissions combined in g/km: 133 (*214 g/mi*); CO₂ class: D