

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

Facts & Figures (as of December 31, 2025)

- Founded: 1926
- Delivers (2025): 50,895 motorcycles
- Chairman and CEO: Claudio Domenicali
- Employees: 2,075

“Ducati is a global brand with a strong Italian soul: sporty spirit, excellent design, a love of beauty, and an ability to arouse powerful emotions and offer unique experiences,” declares Claudio Domenicali, Chairman and CEO of Ducati Motor Holding.

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 2026: 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. Furthermore the manufacturer from Borgo Panigale has entered the specialistic off-road segment with the Desmo450 MX motocross bike for the 2026 model year. It is the first of a complete range of motorcycles that will be completed with different models and displacements.

New models for 2026

For the 2026 model year, Ducati completed the renewal of its V4 lineup, with the introduction of the Panigale V4 R* homologation special. A flagship model since the legendary 2001 996R, the “R” is the technical basis for the Ducati Superbike racer. The latest iteration introduces world-first technical solutions such as the Cornering Sidepod and the Ducati Racing Gearbox on a road-legal motorcycle.

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.*



The 2026 Ducati range also celebrates the birth of the RS range, with the introduction of the Diavel V4 RS* along the 2026 Multistrada V4 RS*, and the arrival of the acclaimed XDiavel V4* and the new Multistrada V4 Rally*. Furthermore, the new Hypermotard*, Monster* and DesertX* complete the migration of the mid-displacement range to the innovative, new V2 engine.

What is more, the Desmo450 MX, the first motocross model from Ducati, marks the Borgo Panigale manufacturer's entry into the professional offroad segment. Capitalizing on the expertise matured in MotoGP and Superbike, Ducati once again introduced several technical innovations for the segment, such as the first true motocross Traction Control system, for which a patent has been filed and obtained, and the weldingless frame technology.

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 be the most desirable motorcycle brand.

Ducati is celebrating its 100-year anniversary in 2026. One hundred years of history, along with sporting successes, technological excellence, and Made in Italy design define each of its motorcycles, making Ducati one of a kind in the world of two wheels.

Ducati sells its motorbikes in more than 90 countries. The most important markets are Europe, North America, and the Asia-Pacific region. Ducati has more than 800 authorized dealers and eleven subsidiaries.

Motorsport

Motorsports and Ducati are inextricably linked. Through its racing division Ducati Corse, Ducati has been actively involved in motorcycle racing for decades. The transfer of technology from the racetrack to series production is a substantial success factor for the brand, driving both sporting results and the riding experience for enthusiasts. From aerodynamics and ergonomics to the engine and frame, all technical aspects can benefit from the constant sharing of knowledge and experience.



Ducati is officially involved in both the MotoGP World Championship and the Superbike World Championship. 2025 marked an extraordinary year for Ducati, as it was crowned MotoGP World Champion for the fourth consecutive year, also securing the Constructors' and Team titles. In Superbike, Ducati won the World Constructors' title for the 21st time in its history.

In 2025, Ducati won the MotoGP World title with Marc Márquez riding the Desmosedici GP for the Ducati Lenovo Team. Dominating the season with an unrivalled pace, Márquez secured the title with five races remaining. This achievement represents Ducati's fifth premier-class World Championship, following victories by Casey Stoner in 2007, Francesco Bagnaia in 2022 and 2023, and Jorge Martín in 2024. Further highlights of Ducati's outstanding season include Álex Márquez (BK8 Gresini Racing Team) finishing second overall, delivering a remarkable one-two in the standings, while Francesco Bagnaia (Ducati Lenovo Team) closed out the season in the top five. Adding to this success, Ducati claimed the sixth consecutive Constructors' Title, a streak unmatched in MotoGP history, and the Teams' Title.

The technological and engineering superiority of Ducati is confirmed in the world of production-based motorcycle racing, where the brand has consolidated its position as the most successful manufacturer in WorldSBK history. 2025 marked Ducati's twenty-first Manufacturers' Title - in 38 world-championship seasons since 1988 - and its fourth consecutive title. It was won thanks to the performance of the Panigale V4 R. Following a season that consistently saw at the top, Nicolò Bulega clinched the title in the final race, as a second-place finish was enough to secure victory at the end of an intense and hard-fought season.

Ducati's sporting DNA expanded into off-road racing in 2025 with its first full MXGP season, fielding Jeremy Seewer and Mattia Guadagnini and securing podiums as well as multiple holeshots. Further progress came in the Pro Prestige MX2 Championship, where the Desmo250 MX finished second with Alessandro Lupino, and with Ducati's debut in the Motocross of Nations. These milestones mark solid progress for a young project, building strong foundations for Ducati's 2026 AMA Supercross debut.

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, 13,371 tons of CO₂ have been saved (as of December 31, 2025). In 2025 alone, Ducati saved 1,397 tons of CO₂; the same amount would be generated by 2,754 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 99 percent of the waste it produces (as of December 31, 2025).

To support its sustainability strategy, the company also established a biomonitoring project of bees in 2016, using around 500,000 bees as bioindicators as part of an environmental monitoring program.

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. The aim of the project was to promote healthy and sustainable eating at the company canteen, with educated Ducati employees making more conscious food choices and contributing to the reduction of greenhouse gas emissions and water usage. The average impact per person per meal consumed in the canteen dropped from 1.4 kg CO₂ to 0.95 kg CO₂ and from 1,349 to 930 liters of water consumed. During a seven-month experimental phase, Ducati was able to reduce its environmental footprint by 30 tons 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. In September 2025 Ducati activated a 297-kilowatt-hour photovoltaic system on the roof, which can generate more than 300 megawatt hours of clean energy per year. It is the first photovoltaic system installed in the company and will help Ducati achieve the Group's goal of self-producing electricity from renewable sources.

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.

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In line with the Group strategy aimed at energy efficiency and the reduction of energy consumption, in 2023, Ducati began implementing its Energy Management System, obtaining certification in 2024 – according to the UNI CEI EN ISO 50001 standard.

As evidence of the desire to protect the environment and in the spirit of collaboration with the competent bodies that govern it, Ducati signed the Climate Contract of the City of Bologna as a partner company on February 28, 2024. Bologna was selected by the European Commission among the 100 European cities that will take part in the “EU Mission - climate-neutral and smart cities” with the aim to achieve climate neutrality by 2030. Ducati contributes to achieving this goal with several measures concerning energy efficiency, mobility solutions, and awareness among its employees.

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 centimeters. 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 2025, the Italian manufacturer from Borgo Panigale near Bologna delivered 50,895 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 1956, 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 focusing 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 20 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, followed by further domination in 2024 with Jorge Martín and in 2025 with Marc Márquez.

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 45 legendary motorcycles, 27 racing bikes, and 18 road motorcycles.

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About Audi

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 22 sites in 13 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group [here](#).



Fuel consumption and emission values of the models mentioned:

Ducati Diavel

Fuel consumption combined in l/100 km: 6.6 (35.6 US mpg);
CO₂ emissions combined in g/km: 154 (247.8 g/mi); CO₂ class: E

Ducati XDiavel

Fuel consumption combined in l/100 km: 6.6 (35.6 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: 5.3 (44.4 US mpg);
CO₂ emissions combined in g/km: 123 (197.9 g/mi); CO₂ class: D

Ducati Streetfighter V4

Fuel consumption combined in l/100 km: 7.1 (33.1 US mpg);
CO₂ emissions combined in g/km: 165 (265.5 g/mi); CO₂ class: D

Ducati Multistrada V2

Fuel consumption combined in l/100 km: 5.5 (42.8 US mpg);
CO₂ emissions combined in g/km: 127 (204.4 g/mi); CO₂ class: E

Ducati Multistrada V4

Combined fuel consumption in l/100 km: 6.6 (35.6 US mpg)
CO₂ emissions combined in g/km: 152 (193.1 g/mi); CO₂ class: D

Scrambler Ducati

Combined fuel consumption in l/100 km: 5.3 (44.4 US mpg)
CO₂ emissions combined in g/km: 120 (244.6 g/mi); CO₂ class: C

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 Hypermotard

Fuel consumption combined in l/100 km: 5.4 (43.6 US mpg)
CO₂ emissions combined in g/km: 125 (201.2 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 MM93

Combined fuel consumption in l/100 km: 5.3 (44.4 US mpg);
CO₂ emissions combined in g/km: 123 (197.9 g/mi); CO₂ class: D

Ducati Panigale V4

Fuel consumption combined in l/100 km: 6.5 (36.2 US mpg);
CO₂ emissions combined in g/km: 151 (243.0 g/mi); CO₂ class: D

Ducati Panigale V4 R

Combined fuel consumption in l/100 km: 7.2 (32.7 US mpg);
CO₂ emissions combined in g/km: 167 (268.8 g/mi); CO₂ class: F

Ducati DesertX

Fuel consumption combined in l/100 km: 5.4 (43.6 US mpg);
CO₂ emissions combined in g/km: 125 (201.2 g/mi); CO₂ class: D