

Celebrating Ducati Centenary

in collaboration with the Ministry of Foreign Affairs
and International Cooperation-Sports Diplomacy Office

A platform for tailored activations
to celebrate Ducati's Anniversary worldwide
involving Italian Embassies, Consulates and Italian Cultural Institutes
to promote Italian excellence together.

We are in the year of
**A MEMORABLE
CELEBRATION**

DUCATI 100 1926 - 2026

A CENTURY MADE OF SECONDS

- › Memorable achievements, on the track and around the world.
- › Radical innovations that have changed the way motorcycles are built.
- › Iconic designs that have redefined the way they are admired.

For one hundred years, Ducati has been a place where **courage** pushes limits, **ingenuity** finds new solutions, and **passion** never settles.

Nourish the
LOVE
of our Community

Strengthen the
PRESTIGE
of the Brand

Achieve greater
VISIBILITY

Birthdays are meant to be celebrated with family.

Does that mean a quiet, private celebration?
Not at all.

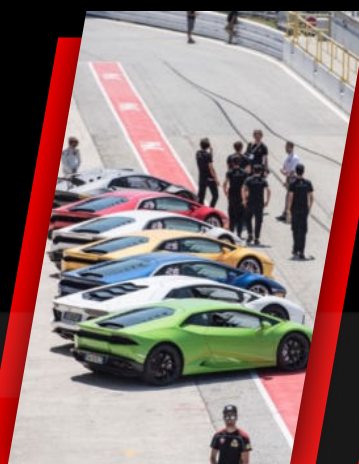
Ducatisti



Motorcycle
Enthusiasts



Motorsports
Enthusiasts



Friends and
Families



Racing
fans



Ducati
employees



	Jan	Feb	Mar	Apr	May	Jun	JULY	Aug	Sep	Oct	Nov	Dec
	Celebrations			Main Event				Celebrations			Closing Celebration	
France	<ul style="list-style-type: none"> Rétromobile Parigi Jan 28-Feb 1 											
Brazil			<ul style="list-style-type: none"> MotoGP + Ducati Grandstand Mar 22 									
USA			<ul style="list-style-type: none"> MotoGP + SOC SL V4 Mar 29 									
Germany					<ul style="list-style-type: none"> D4U racetrack event and dinner (May 26) + Autostadt + Berlin Forum+ Ingolstadt 							
China				<ul style="list-style-type: none"> Beijing Auto show April 24/4 - 3/5 			<ul style="list-style-type: none"> WDW 					
Italy					<ul style="list-style-type: none"> We Ride As One May 9 							
APAC					<ul style="list-style-type: none"> We Ride As One May 9 							
DANZ					<ul style="list-style-type: none"> Ducati Centenary track Day and Dinner May 							
Japan							<ul style="list-style-type: none"> Ducati Day Centenary Celebration June 6 					
Switzerland							<ul style="list-style-type: none"> Ducati @ Verkehrshaus Luzern 1/06 - 31/12 					
UK					<ul style="list-style-type: none"> Ducati Centenary Track Day 5-7 May 							

Classification: internal



A powerful catalyst of Italian identity **worldwide.**

Ducati brings stories, projects and cultural values.
Sports Diplomacy adds an integrated approach to promote Italy worldwide.

**Together, we showcase 100 years of Italian excellence to new audiences
and strengthen Italy's presence around the world.**

How can we celebrate together?

- › Participating in Ducati Events Together
- › Co-Creating Exhibitions and Installations
- › Organising Meetings with Key Ducati People
- › Launching Design Contests for Students
- › Developing Joint Tours

Be part of a **global** celebration.

For any local project, your point of contact will be the relevant Ducati subsidiary or importer.

With **ten subsidiaries** and a **global network of importers**,
Ducati is ready to bring its centenary to every corner of the world.

Ducati North America / Ducati Motor Deutschland / Ducati West Europe / Ducati North Europe / Ducati Schweiz /
Ducati Asia Pacific / Ducati Japan / Ducati India / Ducati do Brasil / Ducati China / Official Ducati Importers

Participate in Ducati Events

Join global celebrations that highlight Italian excellence.

We Ride As One and World Ducati Week offer high-visibility moments where institutions can stand alongside Ducati, engaging diverse international communities and reinforcing Italy's cultural presence worldwide.

- › **We Ride As One — 9 May 2026** | A global gathering involving all Dealers, Ducati Owners Clubs and enthusiasts, who ride together on the same day to celebrate the passion for our brand among the most iconic locations of their countries.
 - **Possible activation:** to curate selected stops that showcase Italian excellence, landmarks tied to design, craftsmanship and culture that reflect the distinctive values of Made in Italy.
- › **World Ducati Week — 3–5 July 2026** | Ducati's worldwide gathering, taking place this year on the exact day of the company's 100th anniversary (4 July).

Classification: internal



Co-Create Exhibitions and Installations

Bring Italian design and innovation to the world stage.

Showcasing historic and contemporary Ducati motorcycles and audiovisual content allows institutions to enrich their cultural programming with a powerful symbol of Italy's industrial heritage and creativity.

- › Motorcycles exhibitions
- › Audiovisual content



Meetings with Key Ducati People

Open direct dialogues with the
voices shaping Italian
innovation.

Talks with Ducati representatives or riders offer compelling content for cultural agendas and deepen the connection between institutional partners and one of Italy's most recognised global brands.

Classification: internal



Develop Joint Tours

Promote Italian excellence through curated local itineraries.

Co-designed routes highlight regional cultural assets alongside Ducati's heritage, offering a dynamic way to celebrate Italy's identity and attract public interest.



Additional Cultural Assets

Let Ducati content spread the voice of Italian excellence worldwide.

A flexible editorial toolkit to enrich cultural programmes with Ducati's heritage and design culture.

- › **Podcast Series (July – end of year)** | Two original series in Italian, globally distributed; English versions optional.
- › **100th Anniversary Book (Autumn)** | In Italian and English; preview available from late autumn.
- › **Ducati Magazine – 100th Anniversary Edition (July)** | A special issue fully dedicated to the centenary. From July

We would be pleased to explore a tailored activation.

For questions or further information, please contact
your relevant Ducati subsidiary or MAECI - Sport Diplomacy Office

MAECI | Sport Diplomacy Office | dgce12@esteri.it

DIT | Ducati Italy | Gianluca Garagnani | gianluca.garagnani@ducati.com

DCH | Ducati Switzerland | Antonio Marchese | antonio.marchese@ducati.com

DMD | Ducati Germany | Joshua Brosius | joshua.brosius@ducati.com

DUK | Ducati UK | Fabrizio Cazzoli | fabrizio.cazzoli@ducati.com

DWE | Ducati West Europe | Maxime Loiseau | maxime.loiseau@ducati.com

DDB | Ducati Brazil | Daniel Paixao | daniel.paixao@ducati.com

DNA | Ducati North America | Jason Chinnock | jason.chinnock@ducati.com

DNA-MEX | Ducati Mexico | Daniel Konrad | daniel.konrad@ducati.com

APAC | Ducati APAC | Marco Biondi | marco.biondi@ducati.com

APAC-TH | Ducati Thailand | Marco Biondi | marco.biondi@ducati.com

APAC-IN | Ducati India | Chandra Bipul | bipul.chandra@ducati.com

DJAP | Ducati Japan | Mats Lindstrom | mats.lindstrom@ducati.com

DANZ | Ducati Australia & New Zealand | Sergi Canovas | sergi.canovas@ducati.com

CHINA | Ducati China | Fabio Lambertini | fabio.lambertini@ducati.com

DISTRIBUTORS | Ducati Importers | Elena Gaz | elena.gaz@ducati.com

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Thank you.