



# Ducati Exclusive Première

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September 15-19, 2024 | Tuscany

Dream. Experience. Share.

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# Experience



An unforgettable 5-day experience, a perfect mix of exclusivity and adrenaline.

Tuscany will be the backdrop for this memorable event, with its rolling hillsides, historic villages and beautiful architecture and art that have made their mark in Italian history. Together with the Ducati top management, you will have the chance to preview a new model in the range, live an amazing experience at one of the most famous racing circuits in the world, and also enjoy culinary experiences and other activities customized to suit your needs, sharing unique moments with other Ducatisti as enthusiastic as you are. All this on a Ducati.

## **Pure Ducati passion**

- Mugello Track Experience
- Ducati Riding Experience
- Private Room



# Mugello Track Experience



The famous Mugello Circuit, where every curve and straight has its own story of legendary battles to tell, will embrace a red experience to deliver an unforgettable event tailored to suit each and every participant, and also spend time with members of the top management and leading figures in the Ducati world. Together with our instructors coordinated by the DRE Technical Director Dario Marchetti, you will be able to enjoy track riding sessions depending on relative levels of skill and performance. The more experienced riders will be able to test the top models of the Panigale



# Mugello Track Experience

range on the track, trying to improve their track time again and again, while savoring the boost of racing adrenaline during this unprecedented opportunity.

Those who wish to learn more about riding on racetracks and test their potential as a rider of the future, can enjoy time on the track riding fun, intuitive bikes that allow the rider to achieve high performance levels safely without feeling exhausted. The less experienced will also be able to test ride different Ducati models in the paddock, supervised by our instructors, to experience all the qualities and technological equipment of the Ducati range.

What's more, to allow you to relive the most exciting moments of this extraordinary day, you will also receive a customized photo and video service.

An unforgettable experience that only you will be able to tell.



# Ducati Riding Experience



A trip on your favorite Ducati, amidst the rolling hills of Tuscany accompanied by the former Ducati MotoGP rider Karel Abraham. You will be able to appreciate the versatility of our bikes at every turn in this timeless landscape, as you ride through ancient villages that tell their individual stories of an inestimable heritage.



# Private Room



You will have the exceptional privilege of watching a live preview of a new exclusive Ducati model. You will be guided through the discovery process of this unique new version by the experts who created it, in an intimate and private atmosphere.





# Tuscan Italian spirit



Indulge in the magical ambiance of Tuscany, a region that represents the very essence of beauty, embracing the splendid landscapes and sublime works of art, and without missing out on moments of pure pleasure for the wellness of the body and soul. Savoring local specialties will turn into a journey to discover the authentic tastes of this region.

Enjoy the wonders of Tuscany:

- Art and Culture
- A mosaic of flavors
- Fun and leisure activities





# Art and Culture



# Florence



Florence, the epicenter of the Renaissance period and the ancient seat of the Medici dynasty, has witnessed the growth of many artistic and literary talents, from Leonardo da Vinci to Dante Alighieri. You can almost breathe their heritage as you wander the streets surrounded by monumental masterpieces. Today, Florence is an eclectic city, a place where the majestic characteristics of classical art go hand-in-hand with cutting-edge craftsmanship and fashion, creating a vibrant and constantly evolving urban fabric.



# Volterra



Volterra, a Tuscan city with a deep-rooted history, boasts Etruscan origins that date back to over 2,500 years ago. This ancient village, nestled on a high hill, offers an exceptional panorama of art and culture, with Etruscan, Roman and medieval vestiges that bear witness to its affluent past. Renowned for its alabaster and its captivating historical heritage, Volterra continues to enchant visitors from all over the world with its timeless charm.



# San Gimignano



San Gimignano is a Tuscan treasure nestled in the heart of the countryside and stands as a living monument of mediaeval times. Also known as the "Town of Fine Towers," this location boasts a unique profile, characterized by fourteen UNESCO world heritage mediaeval towers that dominate the skyline, reminiscent of the power and prosperity of the noble families who once lived there.



# A mosaic of flavor



Right in the heart of Tuscany there is a symphony of tastes, paying homage to the generosity of the land and the nobility of its fruits. This is where the gastronomic traditions are woven together to create a mosaic of pure and authentic flavors.

Indulge in this sensory experience at the highest possible level as you savor the culinary wonders typically found in this area, prepared by the expert hands of renowned chefs.



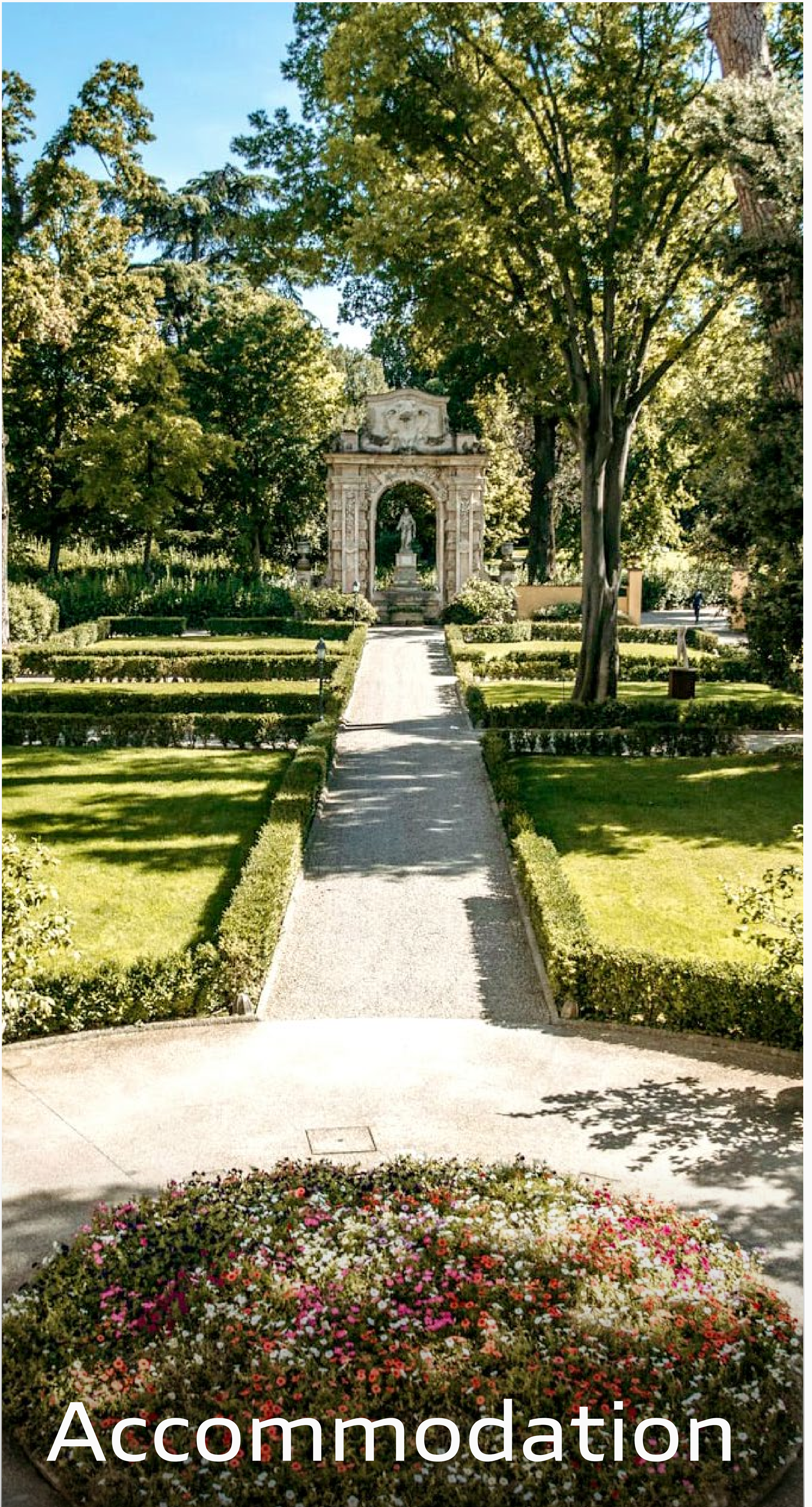
# Fun and leisure activities



Enjoy the allure of Tuscan nature, which captivates the senses and embraces the soul. Succumb to the heady scents of the Mediterranean scrub, a bouquet of aromas that only this region is able to offer and lose yourself in the scenery and views that have inspired artists and poets throughout the ages.

Don't miss the opportunity to tick off some boxes on your bucket list with recreational activities to relax and pamper yourself.





# Accommodation



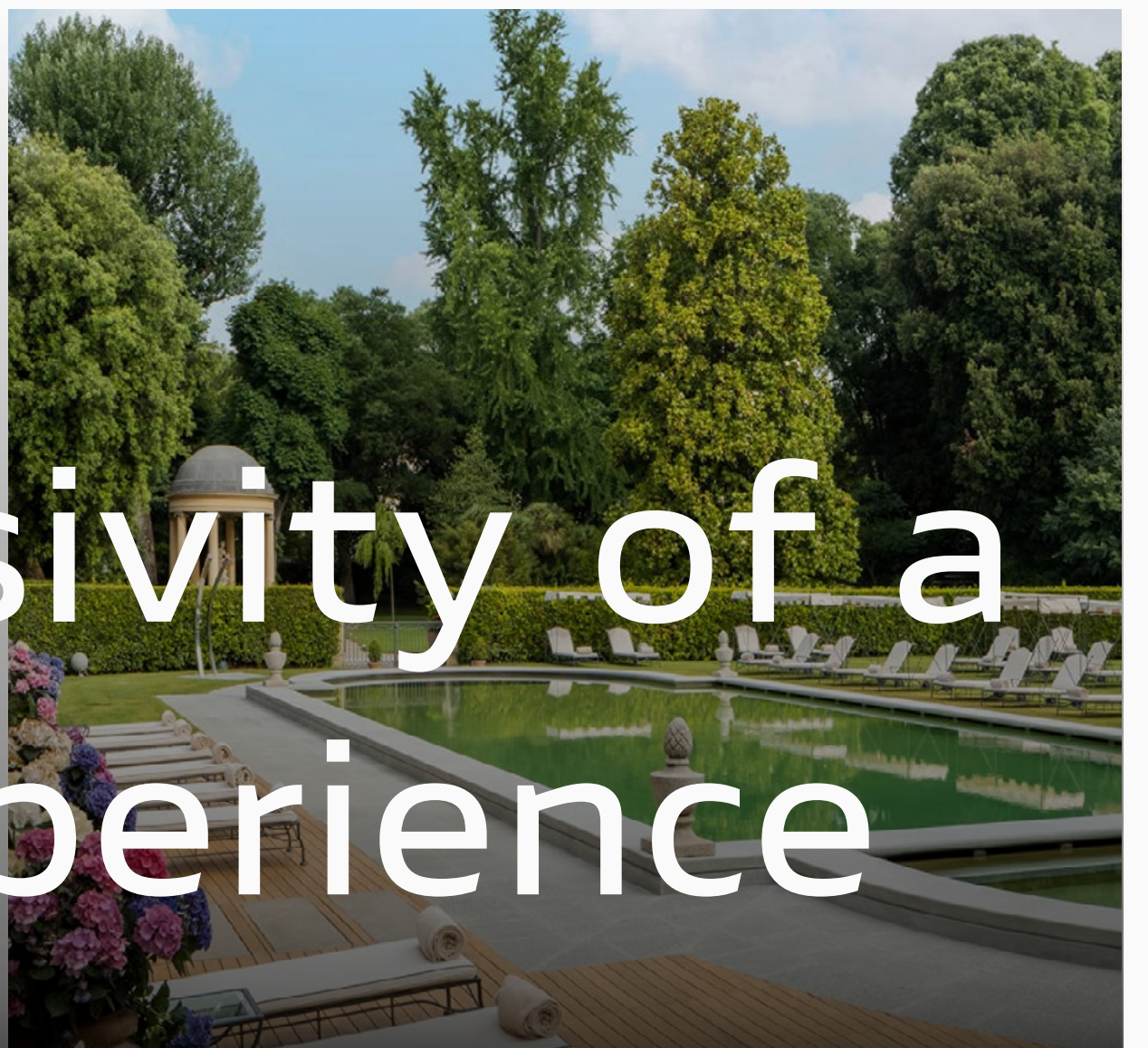
# Renaissance style elegance: Four Seasons Hotel Florence



The Four Seasons Hotel in Florence is a luxurious retreat in the very heart of Florence that combines the historic charm of Palazzo della Gherardesca and the former convent of La Villa boasting a modern-style comfort.

It is surrounded by the largest private garden in the city and is close to a series of iconic must-see locations such as the Duomo and the Uffizi Gallery. It offers a peaceful urban oasis where you can relax by the pool or pamper yourself in the exclusive wellness spa.





The exclusivity of a  
unique experience



# The exclusivity of a unique experience

- Event reserved to a group of clients selected from the most loyal Ducatisti
- Meeting with members of Top Management and leading figures in the Ducati world, to feel like a special part of our family
- First-ever unveiling of a new addition to the Ducati range
- An adrenaline-fueled day at the famous Mugello race track, with the highest performing Ducati bikes together with the DRE Technical Director Dario Marchetti
- Riding experience on your favorite Ducati to explore the landscapes of a region renowned for its stunning beauty, led by the former Ducati MotoGP rider Karel Abraham
- Accommodation at one of the most prestigious hotels in the heart of Florence, strolling around the largest private garden in the city and relaxing by the pool
- Local delights enjoyed thanks to the creations of renowned chefs
- Unforgettable moments with those who share your passion





# Packages



# Packages

- **Top Ducatista - single** €10.850  
(single room; VAT included)
- **Top Ducatista - with guest** €21.500  
(2 single rooms; VAT included)
- **Top Ducatista - with guest** €16.900  
(double room; VAT included)
- **Family package available upon request**

Services included:

- 4 nights at the 5-star luxury Four Seasons Hotel in Florence with breakfast
- 4 lunches and 4 dinners
- Professional Tour Leaders to assist you throughout the trip
- Program activities, including riding experiences on various Ducati models
- Exclusive riding day at the Mugello Circuit
- Airport transfers and transportation for all program activities
- Dedicated transfers for participants who prefer not to ride motorcycles



# Contacts

For any other questions, please contact our dedicated reservation team:

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