



'Borgo Panigale conquers the world'

Ducati are crowned Manufacturer of the Year after an incredible 12 months



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Some years this award is simple to give by dint of the volume or significance of wins, in other years it's given for a single moment of genius or innovation, a market-defining bike release, stellar sales results, racing domination or for significantly contributing to the future of motorcycling.

This year's victors – Ducati – tick pretty much every box with mix of award wins, a record-breaking year of global sales and profits, innovation in moving key segments of the market forward with bold and emotionally engaging motorcycles, and for relentlessly refining and honing their core offerings to take them to the top of numerous two-wheeled classes.

This brand continue to build some of the most visceral but also intelligent bikes on the market, while being aspirational, soulful, and seductive. They also continue to dominate at the sharp end in racing, whether it's in MotoGP, British Superbikes or World Superbikes, and this year they broke the mould to reinvent the MotoE series with a bold all-new motorcycle that's revolutionised the factory's knowledge and capabilities as Ducati flirt with electrification.

Riding high

Ducati posted record revenues in 2022, eclipsing €1 billion for the first time in history – and up by 24% on 2021. They also recorded operating profits (of €109 million – an incredible 77% growth on 2021) and record outright sales performance, with 61,562 motorcycles delivered into the hands of proud new owners – an uplift of 3.6%.

"2022 was the best year ever for Ducati in several aspects, starting from the great sales and financial performance to the successes in MotoGP and WorldSBK," said CEO Claudio Domenicali.

But that's not the end of the growth trajectory over the last year.

In the first quarter of 2023, the momentum continued to build. Ducati sold a record 14,725

motorcycles in the first three months, enjoying growth in key markets all around the world, with all of the top three markets expanding: Italy +7%, USA and Germany +21% each. Ducati have also added entire new territories, including Brunei, Ecuador, El Salvador and Mongolia.

The Multistrada V4 in all its versions is still the most successful motorcycle in the range, with the Monster taking second, and the DesertX rounding out the podium.

"The deliveries achieved in the first quarter of 2023 set a new record for Ducati, with growth in all main markets. Our trusted dealers in the world play an important part when it comes to achieving these results – along with our invaluable Ducatisti, of course," says Francesco Milicia, VP Global Sales and After Sales Ducati.

Domenicali added: "This sales result is the outcome of the path that has seen us steadily invest in the development of innovative motorcycles and consistently strive to improve the quality of the products and the experiences enjoyed by our passionate Ducatisti."

"The team of women and men present in Ducati today is in my opinion the best ever and reflects the work done in recent years on the growth and enhancement of talents."

The results of that investment, and the strength of Ducati's strategy for growth, are clear to see and they are worthy winners.

Triple crown

Ducati won three key accolades in this year's awards, taking 'Best Adventure' for the Multistrada V4 Rally; 'Best Cruiser' for the new Diavel V4; and 'Best Sportsbike' for the Panigale V4S. You can read all about why these bikes dominate their segments elsewhere in this special celebration supplement.

Ducati's racers share their skills at Silverstone



Ducati have expanded bespoke operations



Domenicali is rightly proud of Ducati's year