

Experience  
Ducati  
Passion







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# Ducati World

Style, Sophistication, Performance. The Ducati essence does not just give rise to unique bikes, cutting-edge in terms of their design, safety and performance, but also **exclusive experiences**, aimed at all enthusiasts and designed to ensure maximum enjoyment.

The **Ducati Riding Experiences** and the **Travel** world, to increase riding pleasure and control on the road, track and off-road. The **Ducati Grandstands**, to enjoy the spectacle of MotoGP in an exclusive way, and the **Desmo Owners Clubs**, to feel part of the best biking community. And then the **Borgo Panigale Experience**, for excitement that spans the past, present and future of Ducati, and **World Ducati Week**, the large-scale event dedicated to all Ducatisti. So many ways to live the dream, both in Borgo Panigale and across the world. Because Ducati is a continuous emotion, because Ducati is a great passion.





Professional instructors, unforgettable places and the chance to ride your favourite Ducati. There are the elements making up the Ducati Riding Experiences, a range of unique and exclusive events on the track, road, and off-road. From DRE Riding Academy courses to Adventure and Dream Tour itineraries, the Ducati Riding Experiences are ideal for both those seeking to perfect their riding while having fun, and those who want to discover new paths on which to live their passion.

# DRE

## Ducati Riding Experience





# DRE Road Academy. Take Control.

Climbing aboard a new Ducati, equipped with the most cutting-edge technology, to improve your riding ability and learn from the professionals. This is DRE Road, the course designed by Ducati for anyone

wanting to increase their awareness and improve their riding level in safety. Select a bike from the Ducati range, put yourself to the test and take on each turn in the safest and most enjoyable way possible.





## Theory

Dedicated to mastering full bike **control**, the theoretical introduction provides all the technical information for safe, conscious road riding, as well as secrets with which to perfect your riding ability and exploit the advantages offered by new technologies.

## Instructors

Professional riders, test riders and riding instructors: the DRE Road team have experience on roads and tracks of all types, across the globe, and now they are ready to share their secrets for safe and enjoyable riding with you. Skill, **passion** and enthusiasm.



## Practical

Many exercises to test out your new knowledge and perfect your technique. Inside the paddock at first, with exercises designed to **perfect** riding position, bike balance and emergency braking. Then on track, where the focus is on trajectories, shifting, apexes, turning, and electronic control functions including ABS Cornering.

Level    From beginner to expert  
🏍️ 🏍️ 🏍️ 🏍️ 🏍️



## Bike

The sports spirit of the Supersport, the fun of the Hypermotard, or the personality of the Diavel, the versatility of the Multistrada and the iconicity of the Monster. DRE Road is the only course that allows you to test the wide variety of Ducati models. A **vast range** of emotions and technology, ready to be tested first-hand.



## Circuit

Used by riders, technicians and staff, the **Autodromo di Modena** is the ideal circuit for test riding and dedicated courses. Divided into sections during the practical sessions, it allows for the simulation of various road riding conditions. Come the end of the day, the full track provides the ideal context for track riding and enjoyment in total freedom and maximum safety.





# DRE Racetrack Academy.

## Teaching, enjoyment and adrenaline.

The DRE experience for those who want to enjoy the excitement of the track. Five courses for different levels of ability and performance, coordinated by Dario Marchetti, rider, instructor and manager of the Ducati riding school. From the Track Warm Up, for “baptism by speed”, to the DRE Champs alongside Ducati champions such as Troy Bayliss, Carlos Checa,

Chaz Davies and Michele Pirro. To improve your riding technique and speed, there’s the Track Evo and Track Master. Lastly, the new Racetrack One to One, the exclusive experience that really has you feeling like a professional rider. All at internationally acclaimed circuits, all aboard the most beautiful and high-performance bikes in the Panigale family.





## DRE Track Warm Up

The best way for those with little or no experience to **approach the track**. Comprising theoretical briefings and practical sessions aboard the new Panigale V2, the course allows a rider to acquire all the fundamentals and techniques with which to improve their riding ability, increase their sense of safety and find style and trajectories.

Level    Beginner-amateur  
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## DRE Track Evo

Adrenaline and enjoyment on the new Panigale V2 is guaranteed, as you refine your track riding and start to test your true **racing spirit**. Increasing speed through the turns, making the most of acceleration, improving one's riding fluidity: the Track EVO course is designed to help a rider perfect their technique and learn to exploit the bike on any track.

Level    Amateur  
🏍️ 🏍️ 🏍️ 🏍️ 🏍️



## DRE Track Master

Personalised teaching on board the new Panigale V4 S, to unleash your riding potential and achieve **maximum performance**. With distinctly race-orientated training that covers bike set-up and the use of Ducati Data Analysis, the Track Master is the course for those who live and breathe racing.

Level    Amateur-expert  
🏍️🏍️🏍️🏍️🏍️



## DRE Champs

A day on track with the **Ducati champions!** DRE Champs is the exclusive course where official Ducati riders and legends share the secrets of extreme riding with the participants, directly and without filters, in the classroom, the garage and on track. A high level riding experience on the new Panigale V4 S complete with racing kit, impossible to forget.

Level    Amateur-pro  
🏍️🏍️🏍️🏍️🏍️





## DRE Racetrack One to One

Inspired by the lives of professional riders, Racetrack One to One is the new DRE experience for those who want to taste racing adrenaline in its purest sense. A day on track, aboard the Panigale V4 S equipped with racing kit, with a dedicated **individual workspace and garage** and a 1:1 relationship with the instructor. As well as all the exclusive services reserved to professional riders, from telemetry to racing tyres with tyrewarmers.

Level    Amateur-pro  
🏍️🏍️🏍️🏍️🏍️





# DRE Enduro Academy. Broaden your riding horizons.

Discovering the world, traveling new paths, investigating unexplored routes. DRE Enduro is the dedicated off-road course coordinated by Beppe Gualini. For those who see the destination as the culmination of an emotion. For those who see the bike as freedom. Two days

immersed in beautiful nature, riding the Multistrada and learning Adventouring techniques and the secrets to off-road riding. DRE Enduro is the experience designed to quench your thirst for adventure, helping you to go beyond borders and broaden your horizons.





## Requirements

The course is designed for motorcyclists of all levels. From the beginner seeking confidence and control in situations of poor grip, to the motorcyclist who wants to acquire techniques from expert riders. Divided into small groups depending on experience, all participants are closely followed by the team of DRE instructors.

**Level** From beginner to expert



## Teaching

From learning the correct riding position to limit fatigue over long off-road distances, to using traction during the steepest ascents and descents. Over the two days of practical sessions, participants acquire and perfect all the off-road **riding techniques**: how to overcome obstacles, emergency braking on rough surfaces, and uneven terrain typical of the desert.



## Instructors

As with all DRE courses, DRE Enduro sees participants guided by the best instructors, experts in the various specialties. Heading up the team is Beppe Gualini, the **master of adventure**, with 10 Paris-Dakar races to his name, as well as more than 60 African rally raids and an almost infinite number of miles covered around the world.



## Location

Located in the heart of the Chianti Rùfina, 30 km north-east of Florence, the prestigious **castello di Nipozzano** and its 600 hectares of dirt tracks, forest paths and undulation make it the perfect setting for this exclusive Ducati-style experience, to be enjoyed aboard the Multistrada Enduro 1260 and Multistrada 950.





## Adventure Tour

A unique 4-day/3-night adventure in which to experience the fun of two wheels and the beauty of nature. Just 12 participants on a breath-taking route that, from the Castello di Nipozzano, takes in Tuscan gems such as Pelago, Siena and Arezzo. A trip that combines road and off-road, to be enjoyed aboard the **Multistrada 1260 Enduro** and **Multistrada 950**, unbeatable in terms of their comfort and versatility, even over long distances.

Level From amateur to expert



## Dream Tour

Un viaggio indimenticabile, su strade da sogno, in sella a una **Ducati a tua scelta**. Beppe Gualini, ex dakariano, e il suo staff di professionisti esperti e multilingue ti accompagneranno in un emozionante tour di 5 giorni e 4 notti tra le colline dell'appennino tosco-emiliano, nei luoghi più affascinanti della Terra dei Motori, in un itinerario che coniuga le emozioni dei momenti in sella agli inconfondibili sapori della tradizione enogastronomica italiana.

Livello From amateur to expert





# DRE Rookie.

## Level up your ride.

The new DRE Academy course dedicated to young motorcyclists and those riding restricted power bikes. DRE Rookie is a cutting-edge training programme that makes use of innovative technologies to increase the riding ability of participants and help them unleash their potential as riders. Greater awareness in the saddle, as well as maximum safety and enjoyment! With the guidance

of professional DRE instructors, DRE Rookie helps participants to learn the techniques of a real rider and test them out aboard a Ducati, selected from among the restricted power range: Monster 797, Monster 821, Hypermotard, Supersport, Scrambler 400 and Scrambler 800.

**Level** From beginner to amateur  
🏍️🏍️🏍️🏍️🏍️









The spectacle of MotoGP and the emotion of the red wave, to experience in an exclusive way and from a privileged position. With the Ducati Grandstands, passion is always front and centre: from practice to the chequered flag, the hospitality services, fan kit and dedicated grandstand will transform the race weekend into an unforgettable experience, to enjoy alongside Ducatisti from all over the world.

# Ducati Grandstands





### Hospitality\*

Your seat is guaranteed, with free access to the Grandstand throughout the weekend, as well as the free, guarded bike **park** complete with changing room and wardrobe service (while those arriving by car can use the reserved parking area, to be booked in advance and subject to availability).

\* The services offered by Ducati Grandstands may vary depending on the hosting country.



### Fan kit

Wear your passion and dive into the **red wave** with the Ducati t-shirt, cap and gadget. The “Ducati Grandstand Pocket Snack” with light lunch and a bottle of water. All you have to do come race day is settle into the grandstand and enjoy the show.



### Race view

Passionate, close-up support and sheer racing **adrenaline**. Positioned at the most spectacular points of the tracks, Ducati Grandstands offer a dedicated and exclusive viewing point. And with the facing maxi-screen, fans can enjoy every second of track action.



### Ducati Grandstands across the World

- |  |  |
|--|--|
|  | Red Bull Grand Prix of The Americas<br>Austin (TX), USA                                    |
|  | Gran Premio Red Bull de España<br>Jerez, Spain   |
|  | SHARK Helmets Grand Prix de France<br>Le Mans, France                                      |
|  | Gran Premio d'Italia Oakley<br>Mugello, Italy  |
|  | HJC Helmets Motorrad Grand Prix Deutschland<br>Chemnitz, Germany                           |
|  | Motul TT Assen<br>Assen, The Netherlands   |
|  | GoPro British Grand Prix<br>Silverstone, United Kingdom                                    |
|  | GP Octo di San Marino e della Riviera di Rimini<br>San Marino and Riviera Di Rimini, Italy |
|  | Motul Grand Prix of Japan<br>Motegi, Japan   |
|  | Pramac Generac Australian Motorcycle Grand Prix<br>Phillip Island, Australia               |
|  | Shell Malaysia Motorcycle Grand Prix<br>Sepang, Malaysia                                   |
|  | Gran Premio Motul de la Comunitat Valenciana<br>Valencia, Spain                            |

List subject to possible variation.  
Visit [ducati.com](https://www.ducati.com) to see the updated calendar.







The emotion of riding a Ducati is so great that it must be shared. Introducing the Desmo Owners Clubs, the gateway to a rich world of experiences, friendship and fun. DOC is the warmth of a big family and the brightly coloured flags of the countries that are brought together. DOC is a large community that chooses to paint each and every day in Ducati red.

# DOC

## Desmo Owners Club





## DOC World

Being part of a DOC means enjoying new experiences, discovering breath-taking landscapes, and spending **unique moments** with those who share the same passion as you. As well as having access to tailor-made DOC services and promotions.



And for all DOC members, the **Borgo Panigale Experience** is free of charge. Breathe in Ducati history and see exactly how the red bikes take shape.







A place of pilgrimage for fans from all over the world, the Borgo Panigale factory is where human ingenuity and technological innovation come together to give life to the dream. The Borgo Panigale Experience, with the Museum, guided Factory visits and the Fisica in Moto laboratory, is the complete pathway on which to touch the legendary red bikes for yourselves and discover the places, people, technologies and bikes that have contributed to its creation.

# Borgo Panigale Experience





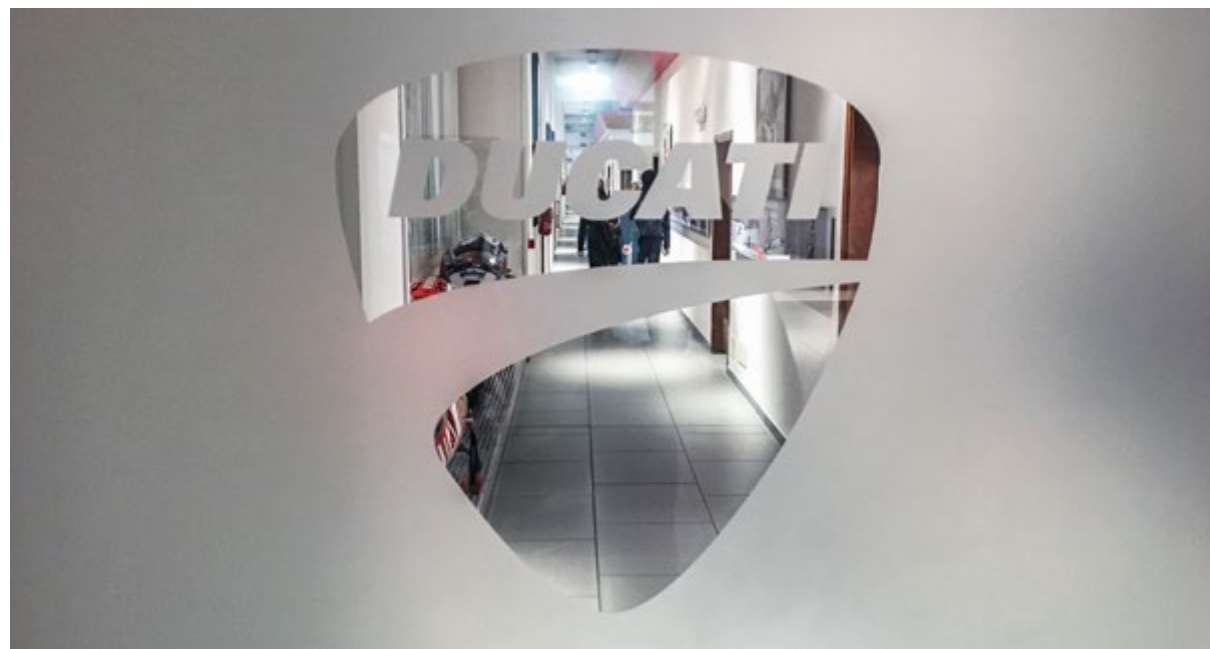
## Ducati Factory

The Borgo Panigale factory is open to all fans who want to see how today's Ducati bikes are born and experience a slice of life inside the company together with the men and women who work at the factory each day.

During the guided visit inside the factory, you will witness the various production phases, from the processing of components to the assembly of engines, passing through the vehicle assembly lines to the testing areas. Visiting the Ducati Factory means **entering the heart** of Ducati.

Factory visits must be booked in advance.

For information about visiting hours, prices and booking methods, visit **ducati.com**.





## Ducati Museum

The Ducati Museum is a journey into legend, a journey that retraces more than 90 years in the history of a company famed across the world for its style, performance and search for perfection.

The narration takes in **three exhibition pathways**: the Ducati production bike gallery with representative models from each era; the Ducati racing bike parade, with the machines that have contributed to sports legend in world championships, and Ducati Moments, or rather the facts, faces and technological innovations that make up Ducati history.

The exhibition is enriched with dedicated installations representing the founding brand values of Style, Sophistication and Performance. Thanks to the Museum's WebApp, you can enjoy an immersive experience in which audio, images, texts and videos tell a unique tale along with the displayed bikes.

For information about visiting hours and prices, visit [ducati.com](https://www.ducati.com).









## Fisica in Moto

Fisica in Moto is the **interactive physics teaching laboratory** created by Fondazione Ducati inside the historic Borgo Panigale factory.

The aim of the laboratory pathway, the first of its kind and truly unique, is to build a bridge between school and factory, improving on the experience of science and technical museums and allowing students and fans to be the actors of scientific discovery.

The laboratory is open to visitors to the Museum and Factory from June to September, in accordance with the Ducati Museum calendar.

During the academic year (from October to June), it mainly hosts school groups, remaining open to tourists only on Saturday afternoons.

For information about visiting hours, prices and booking methods, visit **ducati.com**.









The big Ducatisti party, the ultimate bike meet that transforms Misano and the Riviera Romagnola into the beating heart of Desmo passion once every two years. Thousands of fans come from all over the world, invading the paddock and track to watch breath-taking shows and take part in exciting events. From morning to late evening, World Ducati Week is a continual charge of emotion, a unique and unmissable experience for anyone wanting to live the red dream and share their passion for this colour. No simple event, it's our big moment - if you're a Ducatista, you just have to be at WDW!

**WDW2020**  
**WORLD DUCATI WEEK**





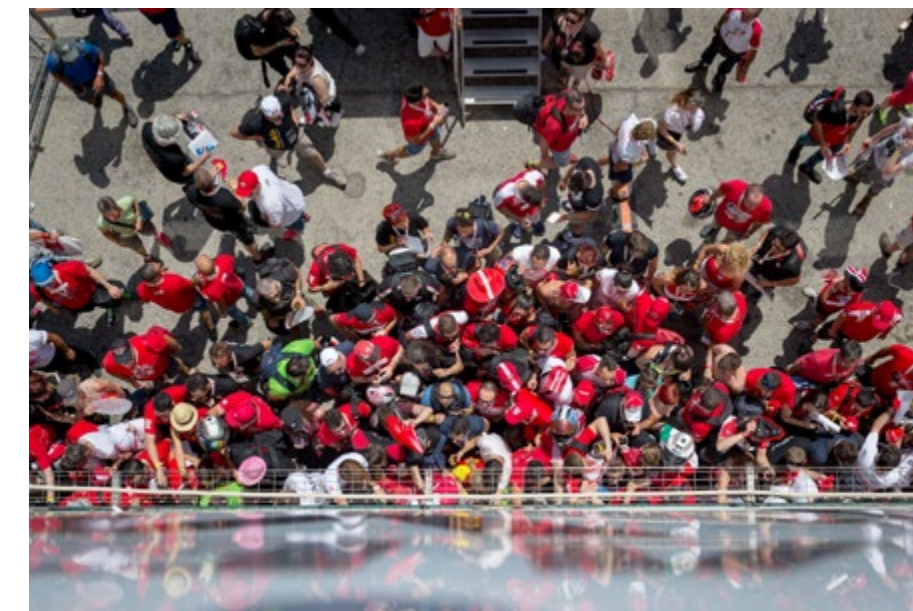
## Community

The ultimate event for the proud Ducatista, open to all two-wheel lovers: WDW is the bike meet for fans of all ages from all over the world. During the last edition, more than **90,000 motorcyclists** from more than 70 countries attended. A rousing red tide, the most beautiful two-wheeled community.



## Riders

A unique event, attended by MotoGP and Superbike **champions** and big names who have made Ducati history. There are races, spectacular exhibitions, interviews and special initiatives, but also opportunities for face to face meetings, on and off the track, for an event to be enjoyed together with your heroes.





## Shows

Races, exhibitions, stunt shows and countless off-track activities. The excitement takes in the entire 90,000 sqm of the Misano circuit, and extends to the beaches of the legendary **Riviera Romagnola**, where the passion lives on into the early hours with parades, cook-outs and concerts.



## Scrambler

A touch of yellow for a wave of fun! The Scrambler Village is the vast area dedicated to the **Land of Joy**, with live music, street food, custom stands, and flat tracks. Experience WDW with the joy and light heartedness for which the Scrambler spirit stands out.







Misano World Circuit Marco Simoncelli

DUCATI

DUCATI

DUCATI

REALE  
SEGUROS  
Avintia

DUCATI

40

42

Porta Portoni Sistemi di chiusura

HORMA



Riding a motorcycle is the most exciting way to enjoy the road, and offering the utmost safety to the motorcyclist is Ducati's commitment. Ducati bikes are increasingly easy to handle, reliable and better equipped to guarantee maximum safety and enhance riding pleasure. Technical clothing is made with more and more advanced materials for adequate protection and increased visibility. The safety of motorcyclists is Ducati's commitment. For more information visit the safety section of the Ducati site ([www.ducati.com](http://www.ducati.com)).

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Actual fuel consumption may vary based on many factors, including but not limited to riding style, maintenance performed, weather conditions, surface characteristics, tyre pressure, load, weight of the rider and the passenger, accessories. Ducati indicates the dry weight of the motorcycle excluding battery, lubricants and coolants for liquid-cooled models. The weights in running order are considered with all operating fluids and the fuel tank filled to 90% of its useful capacity. For more information visit [www.ducati.com](http://www.ducati.com).

Published in November 2019.



# WDW2020

## WORLD **DUCATI** WEEK

17<sup>th</sup> - 19<sup>th</sup> July / Misano, Italy

[wdw.ducati.com](http://wdw.ducati.com)





Experience

[www.ducati.com](http://www.ducati.com)

**WDW2020**  
**WORLD DUCATI WEEK**