

World Ducati Week 2024: numbers



94,000
attendees

during the three-day event
coming from
different countries **86**



240

Ducati Official Club
present



40 world
titles

among former and current riders
who took part in the WDW



35'

minutes taken by the
snake of Ducati motorcycles to leave
the circuit the day of the parade



90,000 photos

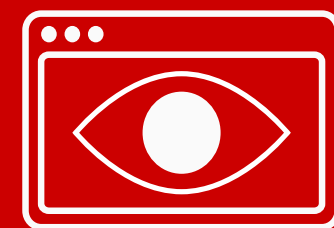
taken by staff photographers
and **70** hours of video footage



130,000 sessions
on WDW app



Over **17,000,000**
impression on Ducati social media



565,000 views
on the WDW dedicated page since
the opening of ticket sales



1,296
total experiences

lived by Ducatisti in three days on
the track, off-road and on the road



5,925 laps of the track
covered in total by motorcycles and cars
over the three days



16 hours
of music between DJ sets and live shows
in the paddock and at evening events

over **26**
sessions

of shows and presentations inside
the Panigale V4 Sphere



531

Ducati 916/996/998 officially
counted at WDW

LENOVO **RACE** OF CHAMPIONS

15 champions
riding the new Panigale V4

12 International TV and streaming
services broadcasting
the Lenovo Race of Champions live
in their schedule

687,000 connected viewers
to Lenovo Race of Champions live-streaming
on the Ducati YouTube channel and on
the MotoGP Facebook page

52 Ducati Talks held

98 Directors, Ducati managers
and D.O.C. Presidents who served
and cooked during Rustida

1 karaoke performed during
the Notte dei Campioni

104 participants "mechanical
graduates" at Monta Smonta