



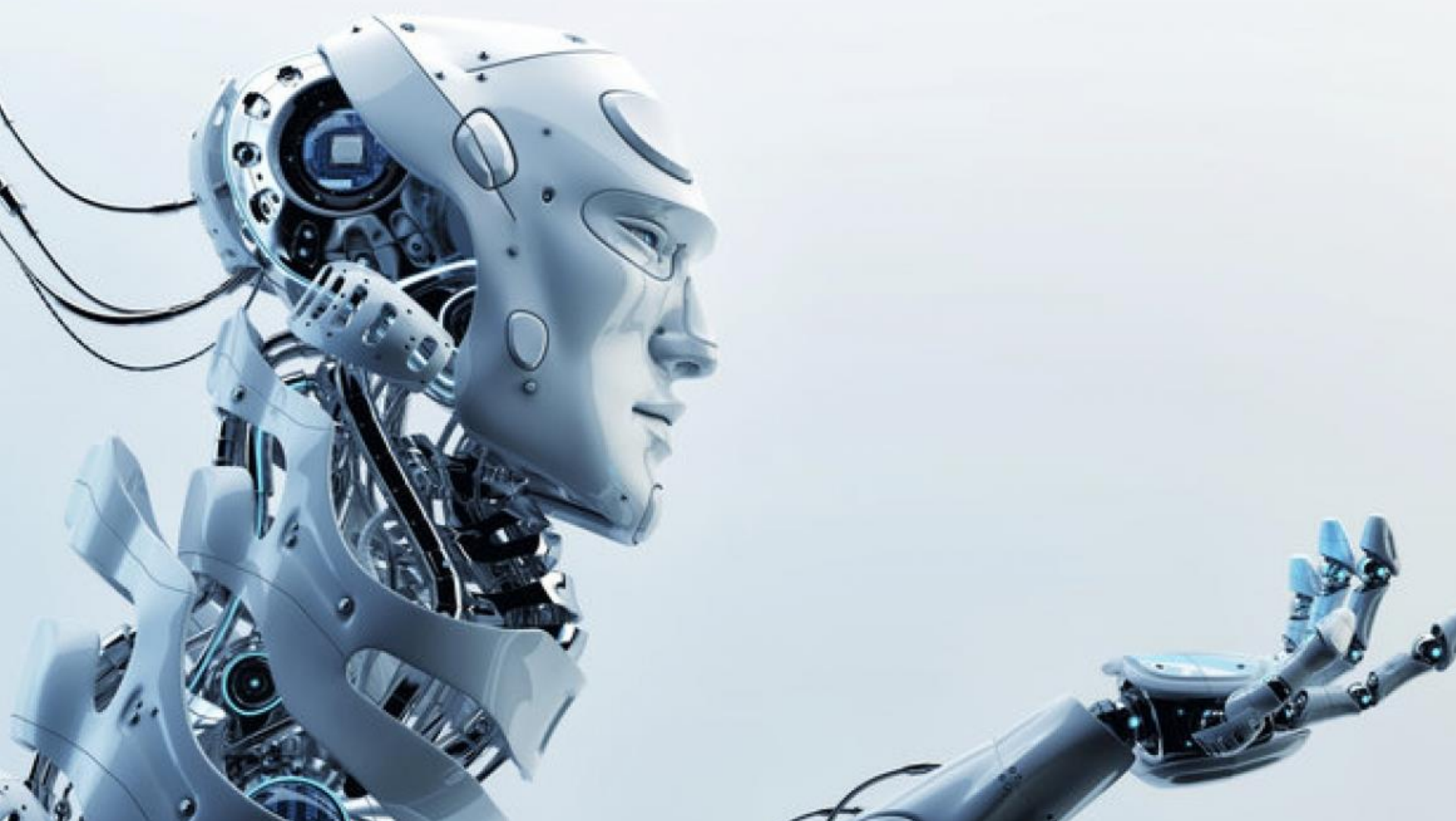
SCRAMBLER
DUCATI



Rocco Canosa
Head of
Scrambler Ducati



INNOVATION?





MARKETING

A FASCINATING HISTORY



Ducati's remarkable history began in 1926 with the launch of Radio Brevetti.
Ninety-five years of history and beyond.

DUCATI



A fascinating History

1926

The Cavalieri Ducati family and other investors found the Radio Brevetti in Bologna. Their aim is to provide industrial components, based on Adriano Ducati's patents, for the growing field of radio transmissions.



1935

The cornerstone of the Borgo Panigale factory is laid and the product range extended to include items as diverse as electric razors and cameras. During the Second World War production is converted to military use, ending in 1944 when the factory is destroyed in a bombing raid.



1946

The Cucciolo appears: this small auxiliary engine for bicycles is soon a worldwide success. Before long the Cucciolo evolves into a true, miniature motorcycle and begins collecting race victories, beginning with Mario Recchia's historical triumph in the Emilia Romagna Championship.

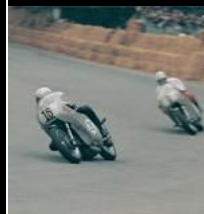


1954

Ducati Meccanica is founded, its aim to build motor vehicles. The arrival of top-flight technicians such as Fabio Tagliani sees the introduction of unique engineering solutions that are still being developed today. And Ducati keeps on winning: Motogiro, Swedish GP and the GP of Nations.

1972

Ducati wins the legendary Imola 200 Miles on the Desmodromic twin cylinder 750, a superb competition motorcycle from which another exceptional 750, the Super Sport, would be developed.



1987

Two years after the company is bought by the Castiglioni brothers, along comes the brainchild of Ducati engineer Bordi: the amazing 851. This bike brings a breath of fresh air to the motorcycling world with its injection-fuelled, water-cooled Desmoquattro engine. Marco Lucchinelli becomes the historic, first ever World Superbike race winner at Donington in 1988.

1978

In 1978 Mike Hailwood wins the legendary Isle of Man TT race on the 900SS.



A fascinating History

1994

The year of birth of the 916, still one of the most stunning bikes ever designed. In 1996, Texas Pacific Group and Federico Minoli oversee Ducati's transformation from a specialist engineering manufacturer to an all-round entertainment company.



2003

The Ducati adventure in MotoGP is launched. A podium finish in the first round, pole position in the third and victory in the sixth are proof of what a winning partnership the Desmosedici and Loris Capirossi made



2007

A year after the company is taken over by Andrea Bonomi's Investindustrial, Casey Stoner and the Desmosedici GP07 win Ducati's first ever MotoGP World Title - also the first time in 34 years it has gone to a non-Japanese brand.



2012

Ducati Motor Holding S.p.A. is acquired by Audi AG. The year closes as the second in a row of record global sales, after 44,102 motorcycles are delivered to owners worldwide.



2001

Troy Bayliss wins the World Championship, the first of three titles claimed on the back of three different Ducatis: the 996, 999 and 1098.

2006

In 2006 the Desmosedici RR is unveiled as the first and only MotoGP Replica ever produced.



2010

In 2010, with work beginning on a new plant in Thailand, Ducati becomes a truly global company.



2018

Ducati launches the Panigale V4, a super sports bike derived from the MotoGP one. The worldwide bestselling motorcycle in the superbike segment for two consecutive years.



VISION

Be the most desirable brand
for power two wheeler products.



MISSION

Enrich people's lives through amazing experiences delivered by the highest quality, most beautiful and hi-tech power two wheeler products.



BRAND VALUES



Style, Sophistication, Performance.



The world of Ducati

Events

Tribuna Ducati

DOC Clubs

Apparel

Accessories

Licensing

Maintenance Program

Ducati Approved

Safety

Borgo Panigale

Ducati Corse

Racetrack Academy

Adventure Academy

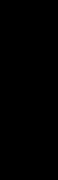
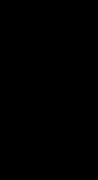
Road Academy

Rookie Academy

Ducati Riding Experience

Radio Scrambler Ducati

Days of Joy Riding Experience



FACTS & FIGURES



Ducati at a glance

Main Production Plant



Borgo Panigale, Bologna
 surface
 Built surface

 Italy Site
 114,873 sqm
 71,657 sqm

Assembly Plant




Amphur Pluakdaeng Rayong
 Site surface
 Built surface

 Thailand
 40,000 sqm
 20,500 sqm

CKD Assembly Plant



Manaus (Dafra Service Provider)

 Brazil

Ducati Motor Holding

DNA

Ducati North America

Sunnyvale - California



DWE

Ducati West Europe

Paris - France



DJ

Ducati Japan

Tokyo - Japan



DNE

Ducati North Europe

Silverstone - Great Britain



DDE

Ducati Deutschland

Neuburg - Germany



DCH

Ducati Swiss

Feusisberg - Switzerland



DAPAC

Ducati Asia Pacific

Rayong - Thailand



DDB

Ducati do Brazil

Sao Paolo - Brazil



DIND

Ducati India

New Delhi - India



DC

Ducati China

Shanghai - China



DANZ

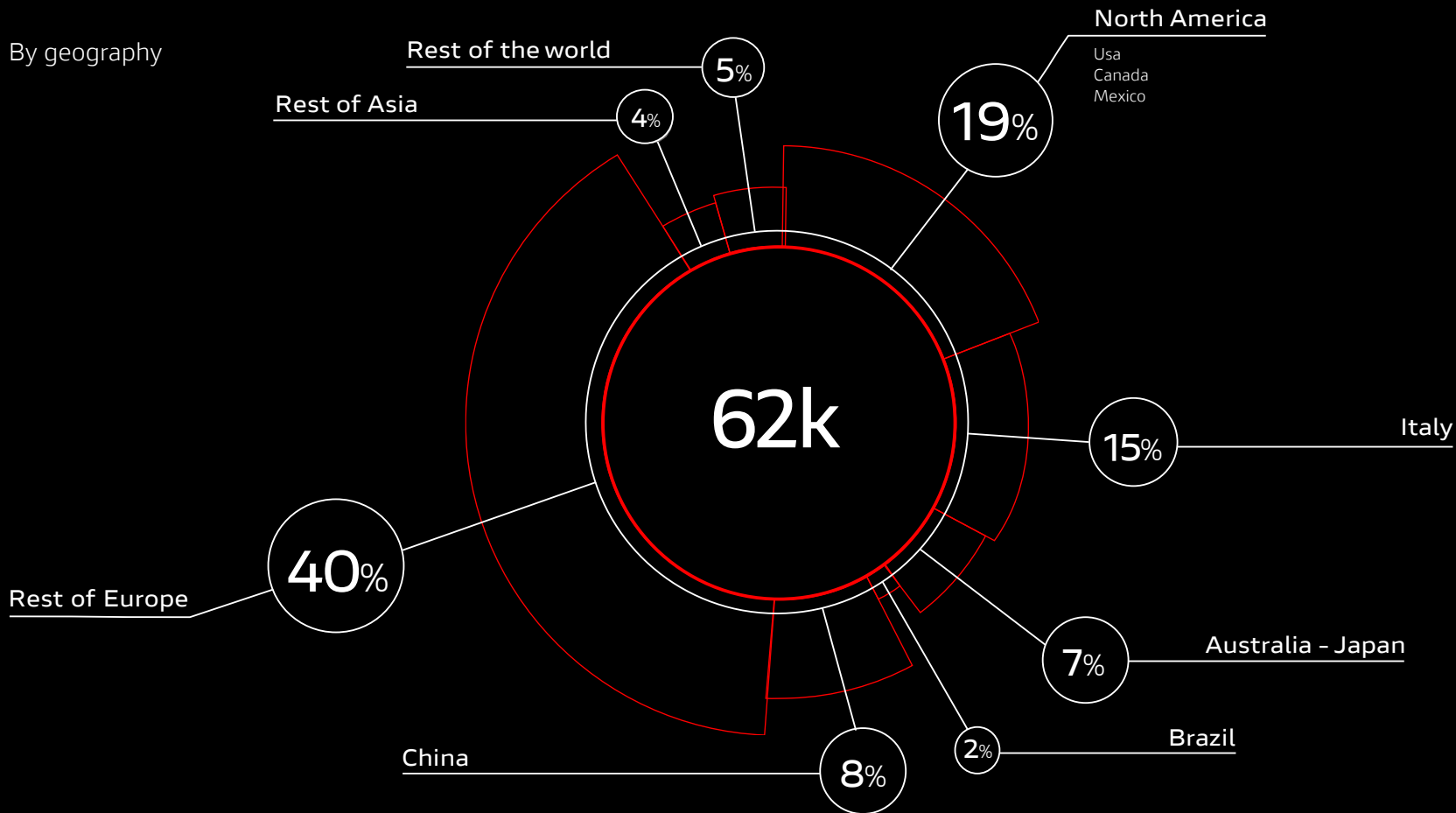
Ducati Australia

Sydney - Australia



Ducati retail sales 2022

By geography



Distribution network

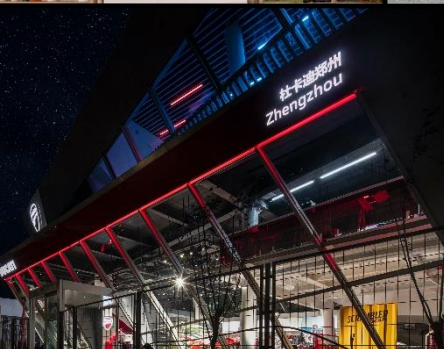


92 Countries

67 Importers

732 Dealers

58 Service Points



INNOVATION?



1926



1946



1966



1986



2022

SPORT MOTORCYCLES



Beyond the style, motorcycles designed to deliver superior performance.



SCRAMBLER
DUCATI

HISTORY



— **1962** —

Created for the American Market following requests from the American importer in the wake of the craze launched by Steve McQueen.

Until 1965 it was an exclusively American bike.

— **1967** —

The Scrambler became a 350cc and in the USA was - in the midst of the 'space race' - given the name Jupiter.

— **1968** —

During the student protests, the Scrambler arrived in Italy, with a futuristic yellow and orange colour scheme. This is when it started to become a huge success.

The Scrambler became a symbol of emancipation, freedom and outdoor life.

— **1971** —

The Scrambler had become so successful that Ducati had launched the 50, 100 and 125 versions.

— **1975** —

Ducati discontinued production of the Scrambler to focus on twin-cylinder sporty bikes.

HISTORY



MULTI-PURPOSE



FUN TO RIDE



DISTINCTIVE



YOUTHFUL

DUCATI
450 SCRAMBLER

ACCESSIBLE



HISTORY

RE-BORN



1962



2014

SAME VALUES, CONTEMPORARY INTERPRETATION

A new product or a new Brand?



SCRAMBLER



Product line extension



A company introduces additional items in the same product category under the same brand name.

Brand stretching



A company markets a new product with a well-developed image using the same brand name.

Multi brands



A company launches new brands (even in apparent competition with its own existing strong brand).





SCRAMBLER

| Ducati | HyperMoto | Monster | Multistrada | Streetfighter | Superbike |
|----------------|--------------|---------|--------------------|---------------|-----------|
| Street Outfit | HyperMoto | 1000 | 1000 S | 1000 | 1000 |
| Street | HyperMoto SP | 750 | 1000 S Street | 1000 | 1000 |
| Street Custom | HyperMoto | 750 ABS | 1000 S Street Peak | 1000 | 1000 |
| Street Stealth | HyperMoto | 750 | 1000 S Street Evo | 1000 | 1000 |
| | HyperMoto | 1000 | 1000 S Street Evo | 1000 | 1000 |
| | 1000 S | | | | |



SCRAMBLER



***SCRAMBLER
DUCATI***



Scrambler as an Endorsed Brand

**SCRAMBLER
DUCATI**



Endorsed Brand

Good example



Endorsed Brand

Good example



www.fiat500.com

THE 500 FAMILY IS HERE.

500 •
500C
500L
500L BEATS EDITION
500L LIVING

"MEET THE NEW EXCLUSIVE FIAT 500 CULT. LOOK AT IT...IT'S EVEN MORE STYLISH WITH THE GLASS ROOF AND ITS ASTONISHING NEW COLORS. STEP INSIDE AND BE SURPRISED BY ITS BEAUTIFUL NEW INTERIORS AND THE NEW TFT DASHBOARD, THE MYTH IS UNLOADED. WHAT MORE CAN YOU ADD?"

500 AHEAD EDITION 500ART

CORPORATE DATA | DISCLAIMER | PRIVACY | NEWS FIAT | CREDITS

ITA | DEU | ENG | FRA | CHN | J | B | R | IN | BR | AR | PT | ES

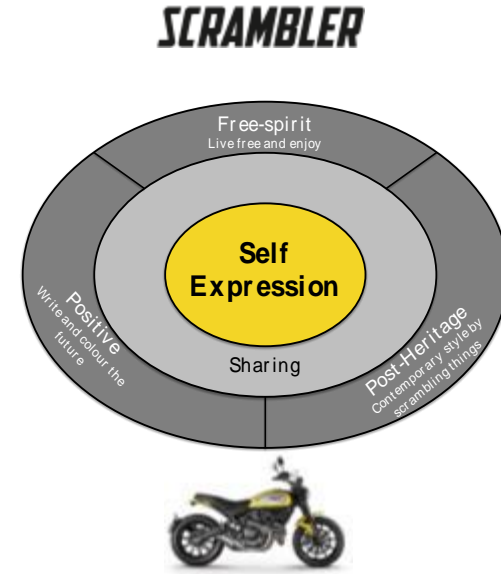
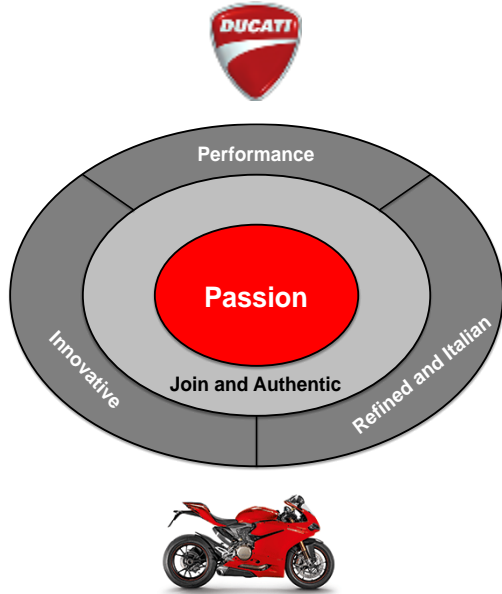


Endorsed Brand

Good example



Scrambler Values



A different set of values in order to:

- 1 Make the Scrambler a success globally
- 2 Speak a different language to remove the barriers
- 3 Reach new customers to broaden the customer base



BRAND VALUES



ATTITUDE TOWARDS LIFE

FREE-SPIRITED



OPEN TO EVERY
NEW EXPERIENCE

GLOBAL



EXUBERANTMENTAL
VIGOR

REBEL



INDIVIDUAL,
BUT ALWAYS CONNECTED

FOOLISH



DESIGN AND STYLE

POST - HERITAGE



EASY AND SIMPLE

TAKE THE BEST
FROM THE PAST



INVENT YOUR
OWN STYLE

ESSENTIAL



SCRAMBLING

NON-CONFORMIST



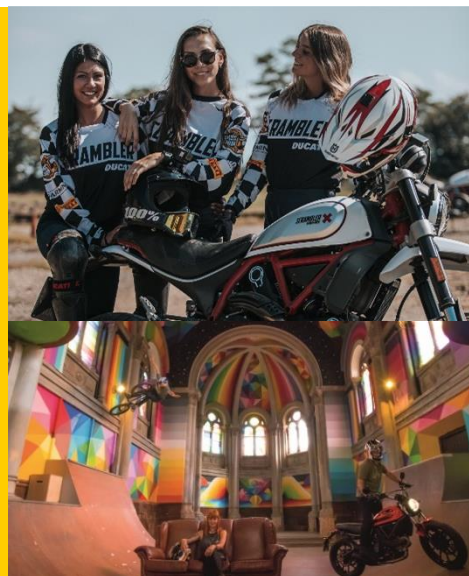
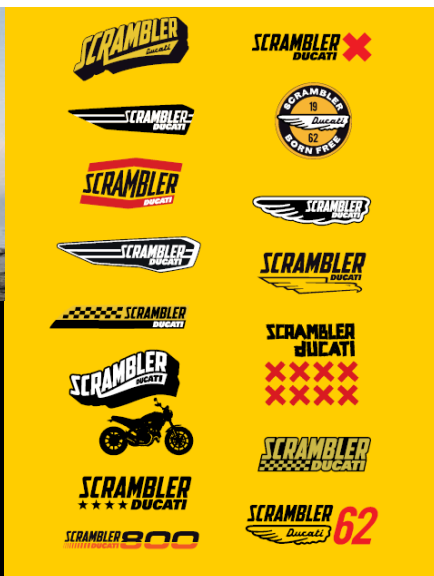
FUTURE ORIENTATION

POSITIVE



INVENTIVE

IRONIC



DREAM

INSPIRATION



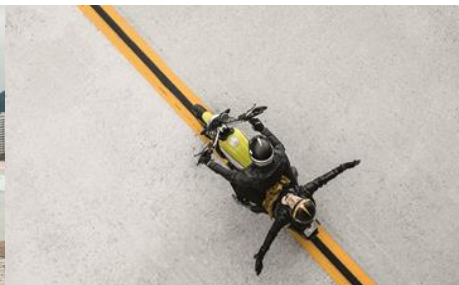
VIRTUAL

IMAGINATION



RELATIONSHIP WITH PEOPLE

SHARING



JOY

FRIENDSHIP



LAUGHTER

FUN



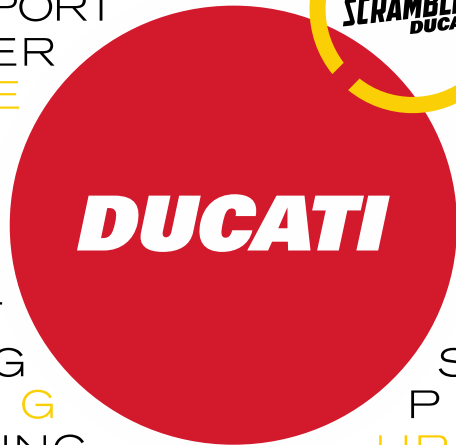
OPEN

CONNECTED



SCRAMBLER AND DUCATI

FOOLISH PERFORMANCE STREET ART FUTURE TECH
PINS TECHNOLOGY CLASSIC IRONIC UNDERGROUND
INDIE JAZZ MUSIC REBEL ROCK ELECTRO
NON CONFORMIST CUSTOMIZERS
PARKOUR SPORT LONGBOARD
TATOO SOCCER FREESTYLE
MOUSTACHE SCRAMBLING
FIXED URBAN ILLUSTRATORS
RUNNING BREAKDANCE
ART JOY SKI STREET FOOD
DESIGN TECH TOOLS
DIGITAL ART POST-HERITAGE
TREKKING SNOWBOARD
CLIMBING PARACHUTE
MTB SKY DIVING URBAN OUTDOOR



POSITIONING STATEMENT

FOR _____

Inventive, youthful and free-spirit bikers all over the world

WHO _____

Want to share positive emotions and enjoy life

Scrambler is the contemporary, authentic and accessible interpretation of the iconic Ducati Scrambler

THAT _____

Inspires you to create your own style

UNLIKE _____

Entry Bikes and Modern Classic Bikes

**SCRAMBLER IS
SELF-EXPRESSION**

Where is innovation?
And how we achieved it?

Where is innovation?

And how we achieved it?

- A different brand with new set of values
(Self-Expression)
- A new communication approach
(Disruptive, young and digital)
- A new organization approach
(Small Brand unit fully dedicated to Scrambler launch)

Where is innovation?

And how we achieved it?

A BRAND IS MADE OF 3 ELEMENTS

**SCRAMBLER
DUCATI**

PRODUCT

COMMUNICATION

PEOPLE





SCRAMBLER

AS AN ENDORSED BRAND

NEW



DARK PRO, 1100 cc



PRO 1100, 1100 cc



SPORT PRO, 1100 cc

NEW



NIGHTSHIFT

NEW



DESERT SLED



ICON DARK

NEW



ICON

NEW



ICON



E-SCRAMBLER



SCRAMBLER

AS AN ENDORSED BRAND



APPAREL



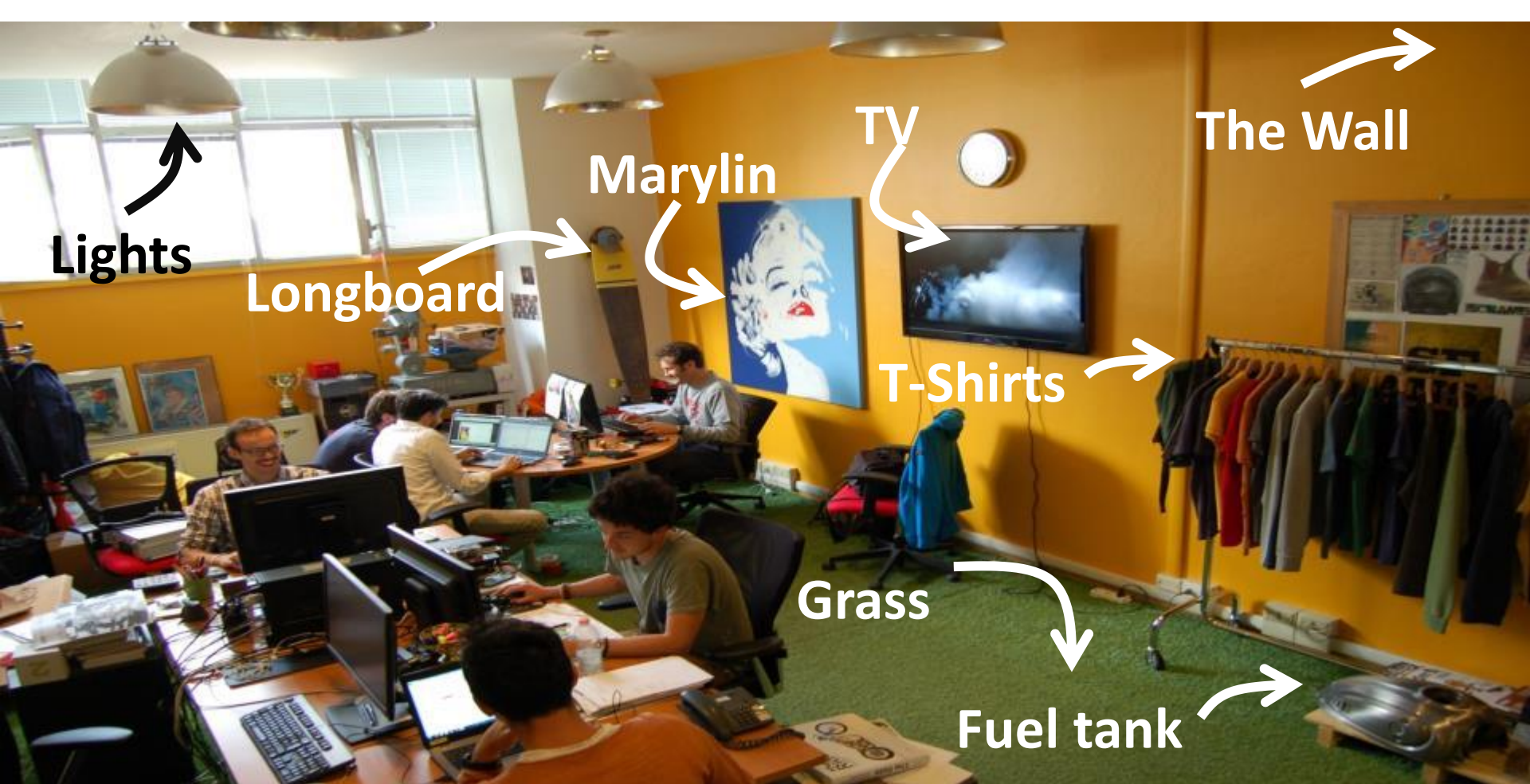
A BRAND IS MADE OF 3 ELEMENTS

**SCRAMBLER
DUCATI**



**A new Breakthrough
approach**





Lights

Longboard

Marylin

TV

The Wall

T-Shirts

Grass

Fuel tank

Internal Unveiling

1.100 Ducati Employees

09/06/14

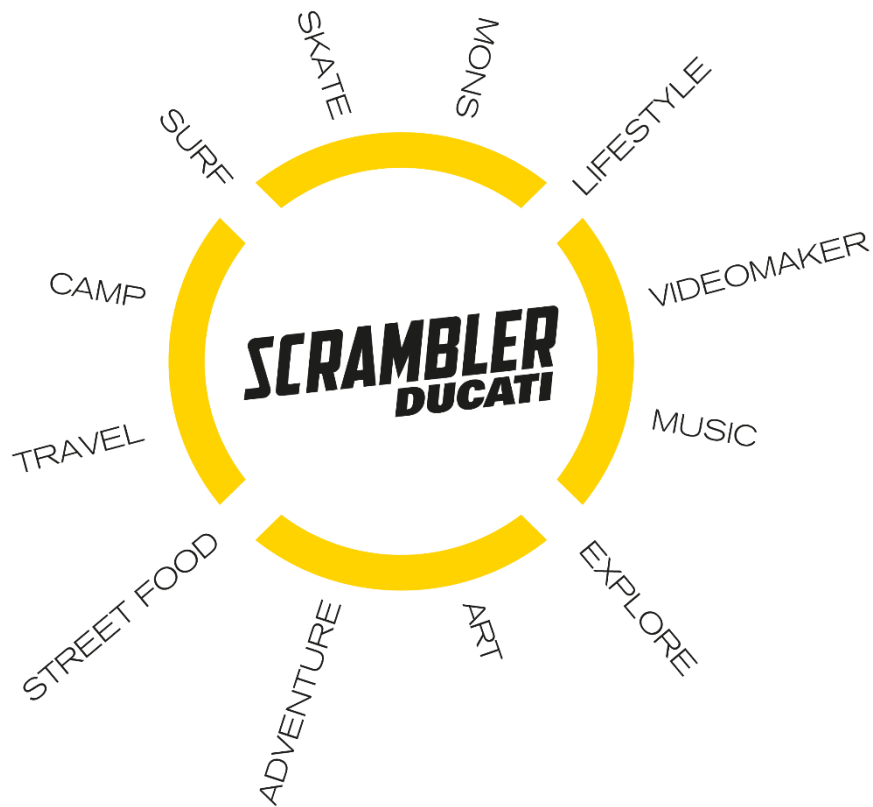


Franco and Elvira love story



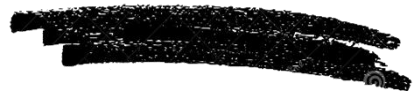


THE LAND OF JOY



A BRAND IS MADE OF 3 ELEMENTS

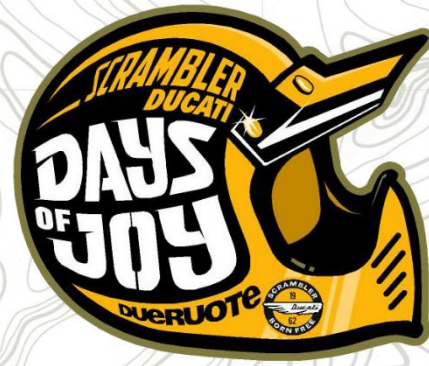
**SCRAMBLER
DUCATI**



SCRAMBLER CAMP



Bike, accessories, lifestyle and a workshop.
Scrambler Camp is a place to breath and live the true Scrambler Experience!



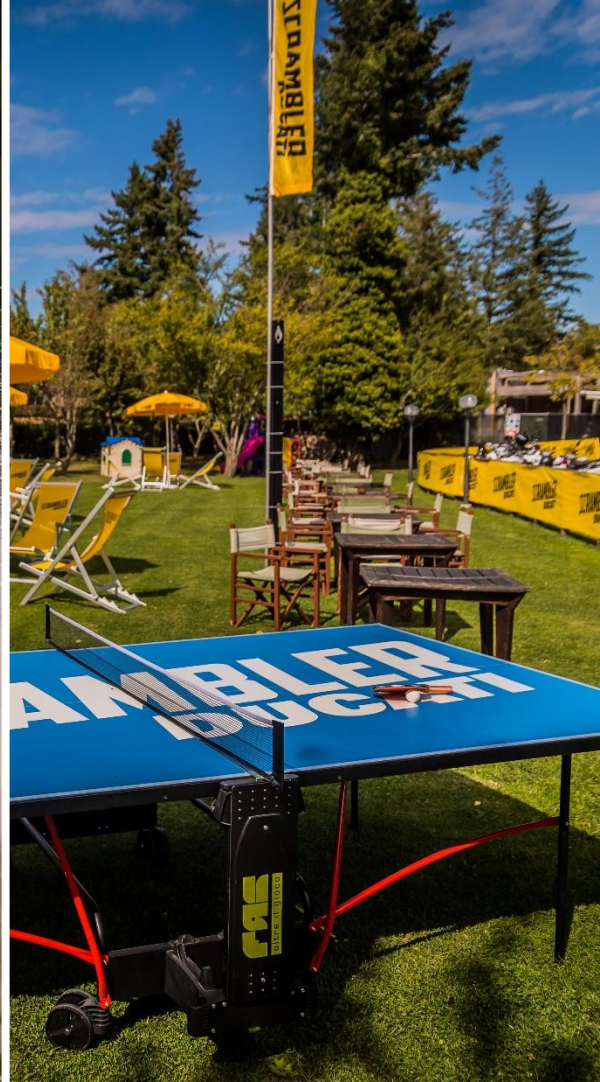
The Scrambler experience to be lived first-hand, with plenty of exciting on-track activities and moments of leisure, fun and relax.

RIDING SCHOOL

Ride through mud and skid on fun with the Off-Road and Flat Track schools. Get on track to try out all the models from the Ducati Scrambler range, improve your riding skills and learn all the tricks for a perfect maintenance!

SCRAMBLER EXPERIENCE

A simple engine, a wide handlebar, two wheels, a beautiful road and the nature all around. The brand new format of the Days of Joy is a full immersion into the inner Scrambler spirit. With the Scrambler Experience you ride across some the most fascinating roads for motorcycling and experience the most inspiring places.





SCRAMBLER FOOD FACTORY



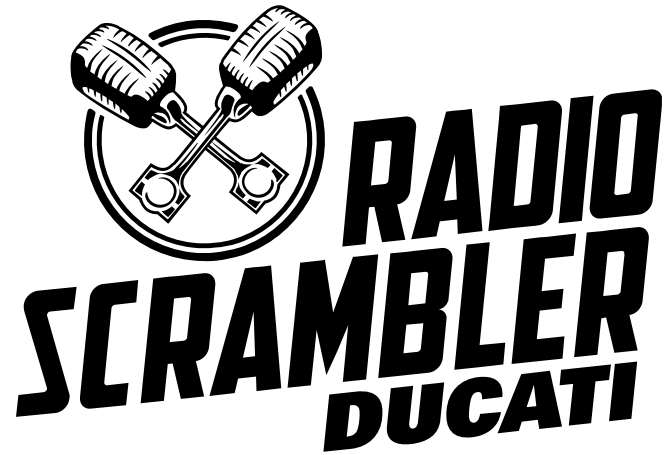
Food has always be one of the core values of the Scrambler World.

Now the dream comes true: the first Scrambler restaurant will opens in Bologna: the Scrambler Food Factory!

Street food and more...



RADIO SCRAMBLER DUCATI



Scrambler Live Sessions



Giungla



Jennifer Gentle



Bee Bee Sea



Eugenia Post Meridem



Black Snake Moan



Sunday Mornings



- Nasce Scrambler Ducati Live, un progetto di musica live e storie di vita che coinvolge i principali musicisti italiani emergenti
- Le live session sono realizzate insieme a Fonoprint, storico studio di registrazione bolognese di cui Dalla era socio che ha visto nascere artisti come Vasco e Guccini
- Gli studenti della 24ORE Business School, all'interno del Master in Digital Communication, Content & Social Media Marketing, definiscono in un project work il piano di lancio e la strategia di comunicazione per il lancio del format.

Food 'n Ride

Scrambler Ducati

Yesterday at 2:55am

Uno Scrambler Icon, prodotti di stagione e tanta fantasia. 4 Episodi, un piatto per ogni stagione



Chiara Capuano and 340 Others 54 Comments

Like Comment Share

 **Cotto
al dente** **SCRAMBLER
DUCATI**

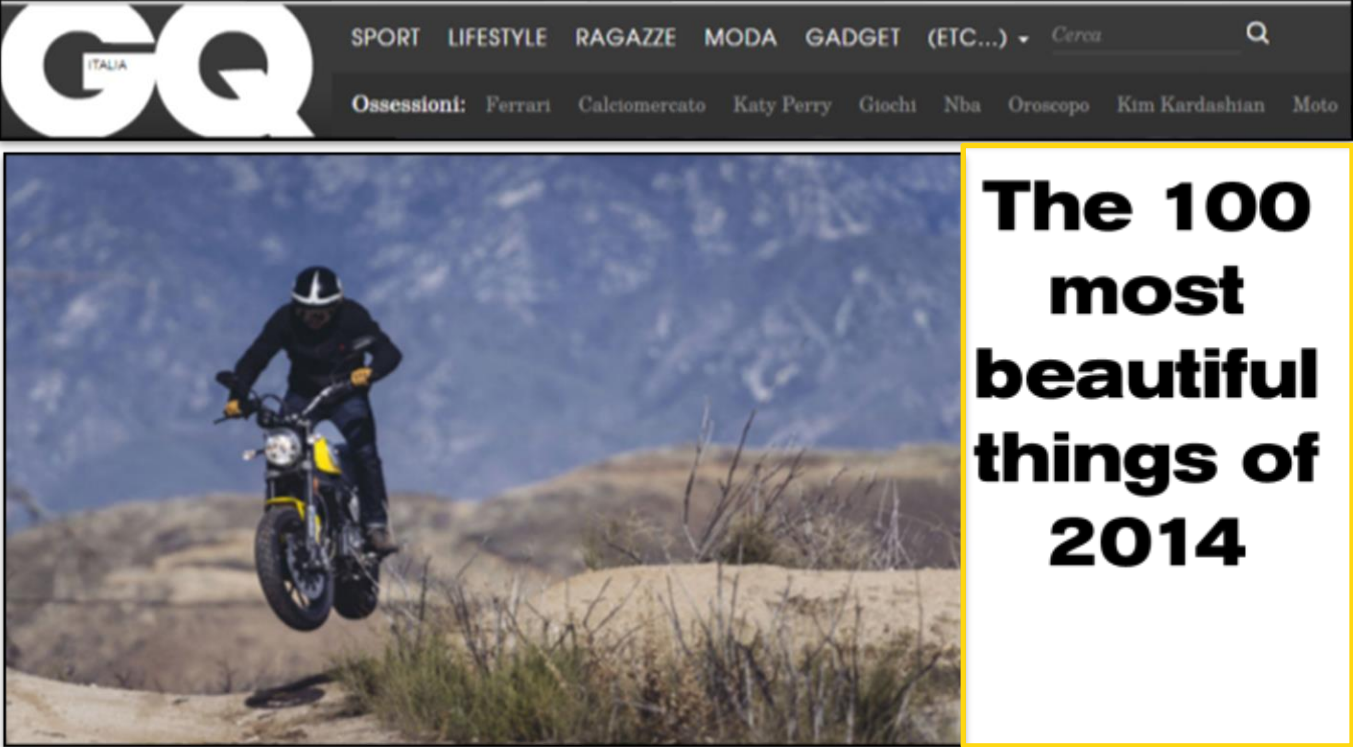


Most fascinating motorbike of 2014

«The most fascinating motorbike of 2014: Ducati Scrambler»



The 100 most beautiful things of 2014



The image shows a screenshot of the GQ Italia website. The header features the GQ logo with 'ITALIA' underneath. Navigation links include SPORT, LIFESTYLE, RAGAZZE, MODA, GADGET (ETC...), and a search bar with the text 'Cerca'. Below the header, there is a list of 'Obsessioni' (Obsessions) including Ferrari, Calciomercato, Katy Perry, Giochi, Nba, Oroscopo, Kim Kardashian, and Moto. The main content area is split into two parts: on the left, a photograph of a person in a black riding suit and helmet performing a wheelie on a yellow and black motorcycle in a desert landscape; on the right, a white box with a yellow border containing the text 'The 100 most beautiful things of 2014' in bold black font.

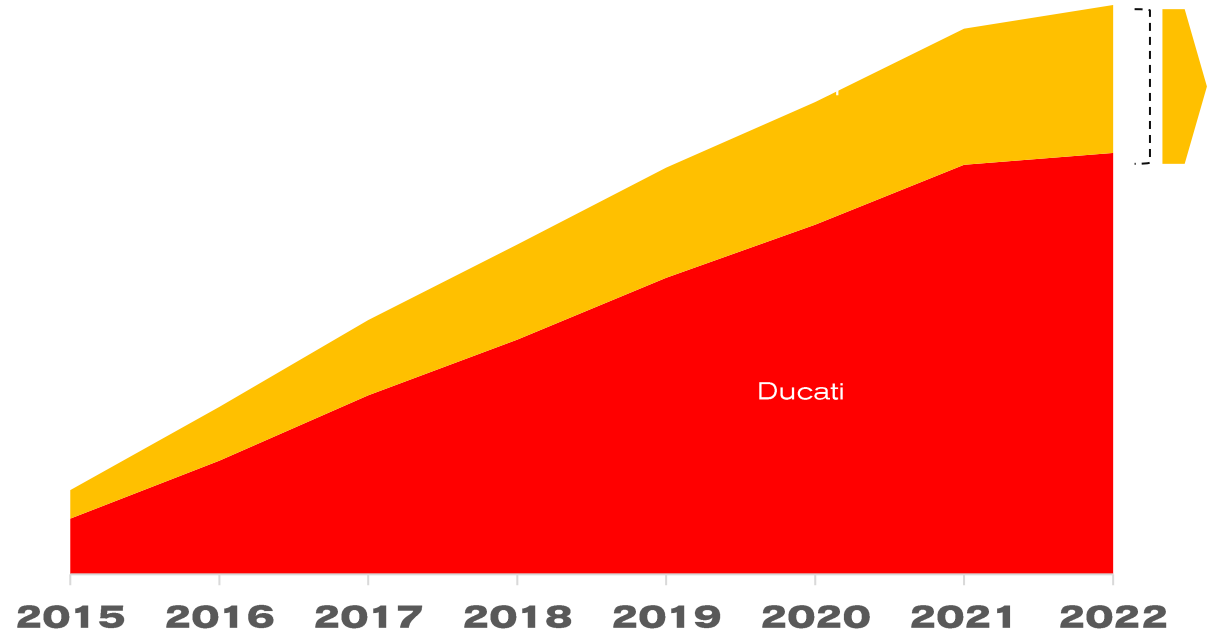


Scrambler Goals #Throwback

Enlarge Customer Base

Cumulative Sell-in data 2015-2022

(Units)



100k
Units sold in 8y



SOCIAL MEDIA STATISTICS



530 K

Likes on
fanpage



315 K

Followers



1.5 M

Total video
plays

**But Innovation is an
ongoing process...**



NEXT-GEN FREEDOM



2023

SCRAMBLER
DUCATI

Concept & Positioning

Moodboard



Unmistakable SCRAMBLER DESIGN



SCRAMBLER
DUCATI

Fun

Easy to ride



SCRAMBLER
DUCATI

Authenticity

**Contemporary
Technology**

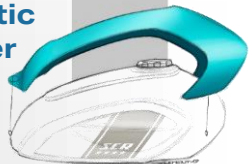


Product Information

Design

CUSTOMIZABLE TO ANY TASTE

Plastic
cover



Steel
fuel
tank

Bolted sub-
frame



OEM colors



62 Yellow



Ducati Red



Thrilling Black

Accessory kit
Metallic colors



Jade Green



Rio Celeste



Tangerine Orange

Accessory kit
Matt colors



Storm Green



Sparking Blue



Velvet Red

SCRAMBLER
DUCATI



**MODERN
ELECTRONICS FOR
SAFER AND EASIER
RIDES**

Product Information

Engine



AVAILABLE

**Opportunity to
conquest new
young
motorcyclists.**



**SCRAMBLER
DUCATI**



**Nightshift | The
elegant and
sophisticated**



Full Throttle | The
street tracker
version of the family

Communication Concept

Subhead

New Scrambler Ducati

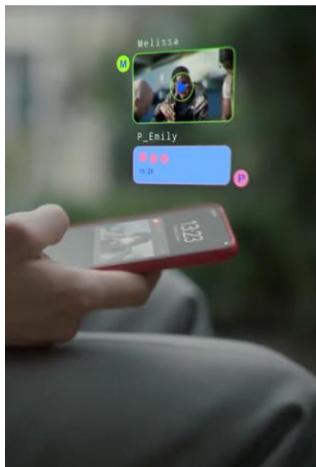
Next-Gen Freedom

Future comes in colors

SCRAMBLER
DUCATI

Communication Concept

Visual reference



NEXT- GEN FREE DOM



FUTURE COMES IN COLORS

The next generation of Scrambler Ducati is here: digitally creative, technologically enjoyable, and radically future-feeling.

scramblerducati.com

NEW
SCRAMBLER
DUCATI

NEXT- GEN FREE DOM



FUTURE COMES FULL THROTTLE

The next generation of Scrambler Full Throttle is here: sporty, daring by design, technologically advanced, with a competitive flat track attitude.

scramblerducati.com

NEW
SCRAMBLER
DUCATI

NEXT- GEN FREE DOM



FUTURE COMES AT NIGHT

The next generation of Scrambler Nightshift is here: inimitable, classy, sharp, with a café racer attitude.

scramblerducati.com

NEW
SCRAMBLER
DUCATI



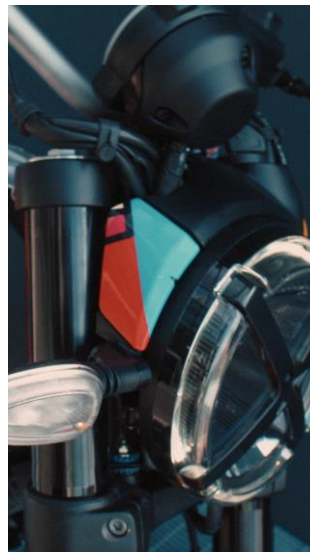
SCRAMBLER
DUCATI

**NEXT
GEN
TOUR**

LONDON / MILAN / MUNICH
PARIS / MADRID

SCRAMBLER
DUCATI

Arts – VanOrton Design





Music – Next-Gen Sound



SCRAMBLER
DUCATI
**NEXT-GEN
FREEDOM**

