

# La passione rossa

Seven top managers, seven bikes, all red:  
The Ducati management team traveled to their first  
Audi Management Conference in Munich on two wheels.  
A statement. And a declaration of love to their brand.

TEXT: Kerrin Nausch

*The Ducati management team shortly before starting off (from right to left): Claudio Domenicali (CEO), Diego Sgorbati (Director Motorcycle Related Products), Andrea Forni (Director Product Development), Andrea Gesi (Quality Director), Cristiano Silei (Vice President Sales & Marketing)*



Since July 2012, Ducati Motor Holding S.p.A. has been a member of the Audi Group – a relationship that can only be described as perfect. Because what the Audi and Ducati brands have in common is not only a fascination for pioneering technology and emotionally charged products, but also the people behind them – according to Chairman of the Board of Management of AUDI AG Prof. Rupert Stadler. And what does Ducati's management have to say to that? At first nothing. They are on the road. In June 2013, seven of the 15 top managers at Ducati chose not to take an airplane to the first joint management conference; they rode their motorcycles there instead.

It was Claudio Domenicali's idea to use this first meeting with their new Group colleagues to demonstrate a passionate commitment to the brand. The CEO did not have to persuade his fellow managers. "We didn't hesitate at all; we immediately agreed. Because Claudio's idea shows how we think. We don't just come here to work. Even riding a motorcycle is part of our DNA," explains Cristiano Silei, Vice President of Sales & Marketing.

At 9 a.m. they depart in front of the Ducati corporate headquarters in Borgo Panigale, a city district of Bologna. The motorcycles are ready to start. Everyone is in a great mood. They are finally right up close to the product again and can give free rein to the horsepower within. They are all looking forward to this tour because it also bonds their management team together. As passionate motorcyclists, they naturally chose a route that also challenges their biking skills. They drive 200 of the total 600 kilometers off the freeways, riding on country roads through the Alps instead – preferably the tightest and most winding routes. Along the way, the squadra rossa attracts attention. The seven red beauties traveling in a line are drawing crowds. A group of Japanese immediately begins to take photos. This pleases Domenicali especially. Because Japan is the biggest motorcycle manufacturer worldwide. Even when they take a quick break to drink an espresso, the gentlemen attract attention – clothed from head to foot in their stylish but functional Ducati motorcycle gear.





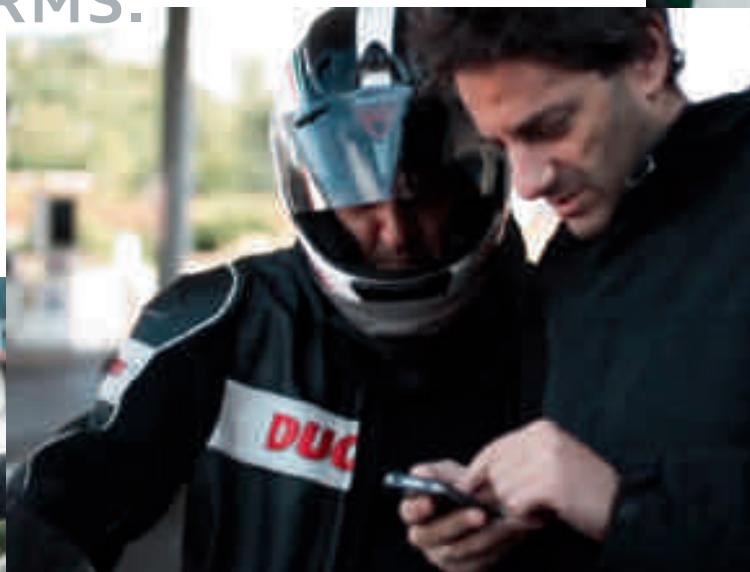
#### → MONSTER STORIES

The mother of all naked bikes has countless fans. The new Monster 1200 was launched in 2013. On the global community page [monstertales.ducati.com](http://monstertales.ducati.com), proud Ducatisti share their best Monster stories, experiences, photos and videos.



**“WE ARE NOT SIMPLY IN THE TRANSPORTATION BUSINESS. WE ARE BUILDING DREAMS ON WHEELS. DUCATI IS MORE THAN A BRAND. IT IS A WORLD THAT WELCOMES EVERY MOTORCYCLE ENTHUSIAST WITH OPEN ARMS.”**

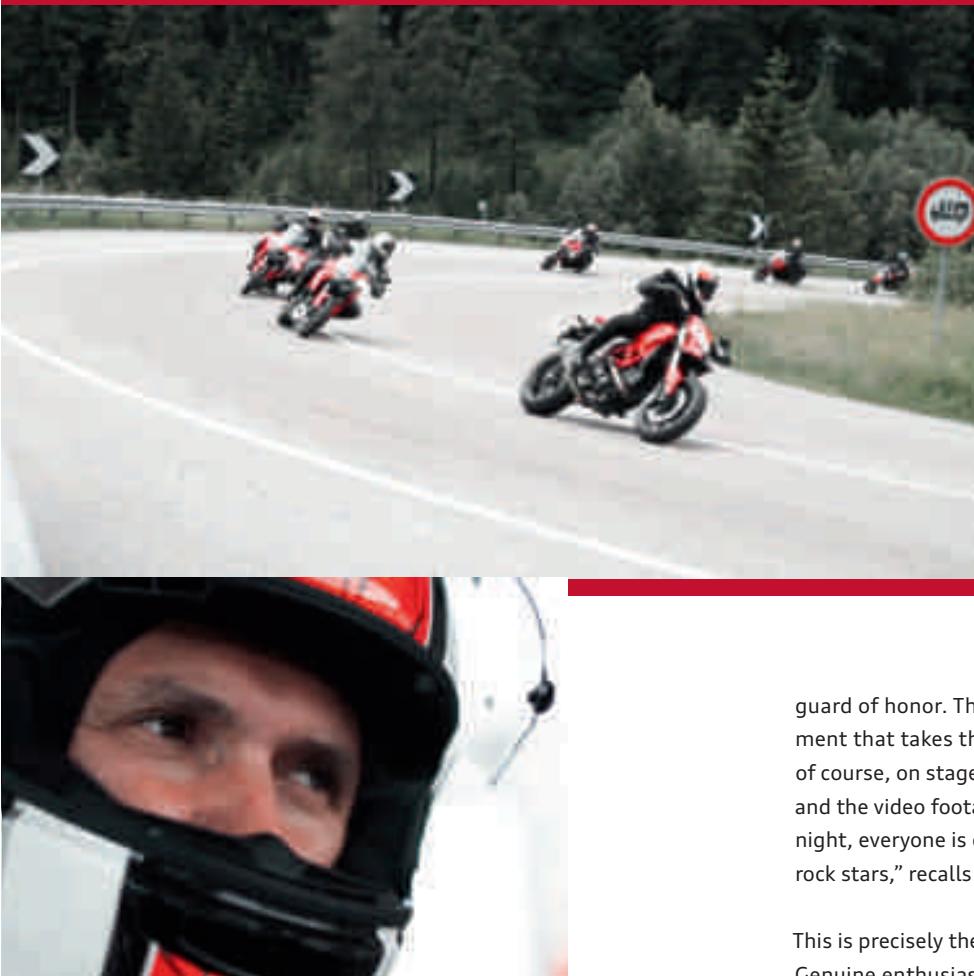
*Claudio Domenicali,  
CEO Ducati Motor Holding S.p.A.*



*A brief check of the route:  
Which roads have the most curves?*



*Former Racing Director and now CEO Claudio Domenicali also leads his team on the road.*



They reach their destination Munich at 4 p.m. The welcome they receive exceeds all expectations. Their German Group colleagues are so impressed that they spontaneously park the seven bikes in front of the evening event location. Without asking the Ducati managers. Every participant passes by the gleaming chrome

guard of honor. The next day, it is not just the Ducati management that takes the stage at the meeting. Their motorcycles are, of course, on stage too. As they present themselves, their vision and the video footage they shot during the trip and edited overnight, everyone is captivated. "Our colleagues celebrated us like rock stars," recalls Cristiano Silei.

This is precisely the sort of enthusiasm that defines the brand. Genuine enthusiasm. The kind that cannot be acted out or made up. Everyone in Borgo Panigale puts their heart and soul into their job – from the engineers to the marketing department and the assembly workers in production. Everyone lives Ducati here. Everyone is authentic here. And fans across the globe feel this too. The fans live the brand and its world just as passionately as the people who design and build it. That is why they are not referred to as customers, but as Ducatisti. They proudly personalize their bikes – no two motorcycles are the same; everyone wants a customized machine. This is something the top managers share with the brand's fans as well. Claudio Domenicali rode his own Hypermotard 821 on the trip to Munich, while Cristiano Silei took his own Multistrada Pikes Peak.



**reddot design award**  
best of the best 2013



#### → **EXCEPTIONAL DESIGN**

*In July 2013, the 1199 Panigale S was named "Best of the Best" at the red dot design awards. The jury of this design competition – one of the world's largest and most prestigious – named the superbike winner of the Product Design category out of 4,662 entries.*

*Not to be overlooked: The new colleagues from Bologna have arrived.*



# “THE SUPERLEGGERA IS A GENUINE STATEMENT. WE HAVE ONCE AGAIN SHOWN THE WORLD: WE ARE DUCATI.”

Claudio Domenicali,  
CEO Ducati Motor Holding S.p.A.



## → THE LIGHTWEIGHT WONDER

*Monocoque frame and forged magnesium Marchesini wheels. Shock absorbers with titanium springs. Akrapovic titanium exhaust. Pistons with just two piston rings. Carbon-fiber backframe and fairing. The new performance beauty, the 1199 Superleggera, lives up to its name. It is super-light at a dry weight of 155 kilograms. And a power output of more than 149 kW (200 hp) also makes it superfast and super desirable: All 500 bikes of the limited edition series have already been sold.*

But it is not just the passion that makes Ducati and Audi such a good match. There are already numerous parallels today. They both play a leading role and exhibit high expertise in lightweight construction. Many years of know-how in engine development, cutting-edge design and uncompromising quality of workmanship. Chief engineer Andrea Forni sees great potential for knowledge transfer regarding technologies that are normally the domain of carmaking. Some examples are direct fuel injection, electronically controlled parts that are still implemented mechanically in motorcycles, such as the water pump – and above all the processing and use of carbon fiber. In return, Audi benefits from the wealth of experience that Ducati offers in high rev ranges of up to 18,000 rpm, which require extreme minimization of friction and very special material selection.

Quality Director Andrea Gesi draws a parallel between the weather conditions during the ride to Munich – with sun, rain, wind and even snow on the mountain peaks – and the company's history, which has sometimes been just as challenging. Various owners stirred up a lot of turbulence in the last 20 years. He is therefore all the more pleased that the company's affiliation with the Audi Group allows intensive knowledge transfer in the quality area. Such a relationship will also let the company continue to build motorcycles for racing, which represents the heart of Ducati's DNA. The unbending will to constantly measure oneself and to be better than the competition is the driving force that makes such technical masterpieces as the 1199 Superleggera possible. Claudio Domenicali's eyes light up as he talks about this lightweight wonder, whose dry weight is just 155 kilograms and which has a huge lead over the competition. And one thing becomes clear. There is more than just passion at play here.

Love. True love.

JOIN THE DUCATI MANAGERS  
ON THEIR TOUR!

