



## The History

In 1926 Antonio Cavalieri DUCATI and his three sons, Adriano, Marcello, and Bruno Cavalieri DUCATI founded Società Scientifica Radio Brevetti DUCATI in Bologna to produce radio components.

In 1935 they had become successful enough to enable construction of a new factory in the Borgo Panigale area of the city. Production was maintained during World War II, despite the Ducati factory being a repeated target of Allied bombing.

Meanwhile, at the small Turinese firm SIATA, Aldo Farinelli began developing a small pushrod engine for mounting on bicycles.

Barely a month after the official liberation of Italy in 1944, SIATA announced its intention to sell this engine, called the "Cucciolo" - the first Cucciolos were available alone, to be mounted on standard bicycles, by the buyer, however by 1950 DUCATI soon bought the little engines in quantity, and offered complete motorized-bicycle units for sale in its own Cucciolo based motorcycle.

When the market moved toward larger motorcycles, DUCATI management decided to respond, making an impression at an early 1952 Milan show, introducing their 65TS cycle and Cruiser.

Despite being described as the most interesting new machine at the 1952 show, the Cruiser was not a great success, and only a few thousand were made over a two-year period before the model ceased production.

In 1953, management split the company into two separate entities, DUCATI Meccanica SpA and DUCATI Electronica, in acknowledgment of its diverging motorcycle and electronics product lines.

Dr. Giuseppe Montano took over as head of DUCATI Meccanica SpA and the Borgo Panigale factory was modernized with government assistance.

By 1954, DUCATI Meccanica SpA had increased production to 120 bikes a day.

By 1963, DUCATI earned its place in motorcycling history producing the fastest 250 cc road bike then available, the Mach 1 famously known as the "Silver Shotgun".

In the 1970s DUCATI began producing large-displacement L-twin motorcycles and in 1973, released a L-twin with the trademarked desmodromic valve design.

In 1985, Cagiva bought DUCATI and planned to rebadge DUCATI motorcycles with the "Cagiva" name.

By the time the purchase was completed, Cagiva kept the "DUCATI" name on its motorcycles.

Eleven years later, in 1996, Cagiva accepted the offer from Texas Pacific Group and sold a 51% stake in the company for US\$325 million; then, in 1998, Texas Pacific Group bought most of the remaining 49% to become the sole owner of DUCATI.

In 1999, TPG issued an initial public offering of DUCATI stock and renamed the company "DUCATI Motor Holding SpA".

TPG sold over 65% of its shares in DUCATI i, leaving TPG the majority shareholder.

In December 2005, DUCATI returned to Italian ownership with the sale of Texas Pacific's stake (minus one share) to Investindustrial Holdings, the investment fund of Carlo and Andrea Bonomi.

In April 2012, Volkswagen Group's Audi subsidiary announced its intention to buy DUCATI for €860 million.

Volkswagen chairman Ferdinand Piëch, a motorcycle enthusiast, had long coveted DUCATI, and had regretted that he passed up an opportunity to buy the company from the Italian government in 1984.

Analysts doubted a tiny motorcycle maker would have a meaningful effect on a company the size of Volkswagen, commenting that the acquisition has "a trophy feel to it," and, "is driven by VW's passion for nameplates rather than industrial or financial logic".

In July 2012, Volkswagen owned AUDI AG's Automobili Lamborghini S.p.A. subsidiary acquired 100 percent of the shares of Ducati Motor Holding S.p.A. for €747 million.

## Ownership

Since 1926, DUCATI has been owned by a number of groups and companies.

- 1926–1950 – DUCATI family
- 1950–1967 – Government Istituto per la Ricostruzione Industriale (IRI) management
- 1967–1978 – Government EFIM management
  - 1967–1973 – Headed By Giuseppe Montano
  - 1973–1978 – Headed by Cristiano de Eccher
- 1978–1985 – VM Group
- 1985–1996 – Cagiva Group
- 1996–2005 – Texas-Pacific Group (US-based) ownership and going public
  - Headed by CEO Federico Minoli, 1996–2001; returning for 2003–2007
- 2005–2008 – Investindustrial Holdings S.p.A.
- 2008–2012 – Performance Motorcycles S.p.A.
  
- **19 July 2012 – present – Automobili Lamborghini S.p.A.**

## Motorcycle Designs

DUCATI is best known for high-performance motorcycles characterized by large-capacity four-stroke, 90° L-twin engines.

DUCATI's remain among the most dominant performance motorcycles available today due to their advanced design and engineering such as the ...

- Desmodromic valve design, which is nearing its 50th year of use
- Engine design which is robust and under stressed
- Trellis frame used on their majority of motorcycles due to their light weight, rigidity and handling characteristics
- Use of high performance brake, suspension, and wheel components
- Extensive use of carbon fibre and light weight alloy components to reduce mass weight

Often referred to as the “Ferrari” of motorcycles, DUCATI are acclaimed as producing the most beautiful, involving and visceral motorcycles available - designed for the “true” motorcycle enthusiast.

## Enthusiasts Groups

A key part of DUCATI's marketing strategy since the 1990s has been fostering a distinct community identity in connection with branding efforts including online communities and local, regional and national DUCATI enthusiast clubs.

There are more than 400 DUCATI clubs worldwide and 20,000 registered users of the DUCATI Owners Club website and 17,000 subscribers to the racing web site.

Enthusiasts and riders are informally referred to in the motorcycling community as DUCATISTA (singular) or DUCATISTI (plural).