



PRESS RELEASE

**Cefla confirms its role as Official Partner of Ducati Corse
for the 2019 MotoGP World Championship**

The President of Cefla, Gianmaria Balducci, and the General Manager of Ducati Corse, Luigi Dall'Igna, have drawn up the sponsorship agreement for the just-begun 2019 MotoGP Championship.

This year, the Cefla brand, as Official Partner of the Mission Winnow Ducati team, will be visible not just on the fairings of Andrea Dovizioso and Danilo Petrucci's bikes but also on the Ducati team technicians' headsets and on the lighting system used in the Ducati paddocks.

Imola, 25 March 2019 – In 2019 the Ducati bikes ridden by Andrea Dovizioso, Danilo Petrucci and test rider Michele Pirro will once again feature the Cefla logo on their fairings. For the second year running, then, Cefla will be taking to the track with the Mission Winnow Ducati team as an Official Partner of Ducati Corse. The sponsorship deal was formally signed during a meeting attended by **Gianmaria Balducci, President of Cefla**, and **Luigi Dall'Igna, General Manager of Ducati Corse**.

Throughout the 2019 MotoGP season, then, we'll be seeing the **Cefla logo** make its appearance on the world's most famous racetracks as the riders throw their bikes into the bends at near-impossible angles. And that's not all. As part of this latest adventure with Ducati Corse, the Cefla logo will also be visible on the Ducati team technicians' headsets, on the doors of the engineers' mobile workstations and on the lights in the paddocks, supplied by **Lucifero's**, the new Cefla Lighting brand.

"At Cefla we know that teamwork is crucial to success" states Balducci. "Our aim is to join forces with Ducati Corse and, through close support and true team spirit, ensure they reach new, ambitious goals. It might even be said that Ducati and Cefla run on the same 'fuel': a never-ending desire to improve, plus an ambition to compete on international markets and gain leadership through optimum performance."

"Cefla is a major Italian business that has, over the years, succeeded in diversifying and expanding internationally, just like Ducati" added Luigi Dall'Igna, General Manager of Ducati Corse. "Yet we also have much more in common, such as a strong focus on development and innovation and a constant striving for superlative performance, which is exactly why I'm proud to have Cefla at our side - and on our bikes - again this year".

The partnership between these two companies continues then, a union characterised by their shared values of *Passion, Performance and Innovation* and a strong sense of belonging to an area that has always been in 'pole position' in terms of technology and innovation.

Here, then, in the heart of Italy's 'Motor Valley', the bond between Imola and Borgo Panigale is being strengthened by a Cefla-Ducati partnership that merges experience and know-how to achieve ever-more ambitious goals.



ABOUT US:

Cefla is a multi-business Italian group, founded in 1932 in Imola (Bologna) where it has its head offices and several manufacturing facilities. The Group does business all over the world and has some thirty facilities (about half of which engage in manufacturing) in numerous countries. Cefla operates in five specific business areas: Cefla Engineering (plant engineering in the civil, industrial and energy sectors), Cefla Shopfitting (shop equipment and personalised solutions for retail outlets); Cefla Finishing (machines and complete plants for coating and finishing); Cefla Medical Equipment (technology for the dental and medical sectors); Cefla Lighting (innovative technology for the lighting industry).

Ducati Motor Holding S.p.A - an Audi Group company under the Management and Coordination of AUDI AG

Founded in 1926, since 1946 Ducati has been manufacturing sport bikes featuring Desmodromic engines, innovative design and cutting-edge technology. Ducati, which celebrated its 90th anniversary in 2016, is based in the Borgo Panigale district of Bologna. The Ducati bike range includes the Diavel, XDiavel, Hypermotard, Monster, Multistrada, SuperSport and Panigale families, all aimed at different market segments. In 2015 Ducati presented Ducati Scrambler, a new brand consisting of bikes, accessories and apparel that have made creativity and free expression their hallmarks. Ducati distributes its bikes in 90 countries and provides a vast range of technical and lifestyle accessories and clothing items. In 2018 Ducati delivered 53,004 bikes to customers, keeping sales above the 50,000-bike threshold for the fourth consecutive year. Ducati is an official competitor in the World Superbike and World MotoGP championships. In Superbike, Ducati has won 17 Constructors' titles and 14 Riders' titles. In MotoGP, where it has competed since 2003, Ducati won the 2007 World Championship, taking both the Constructors' and Riders' titles.

Contact Info

Cefla

Communication & PR Manager

Ivana Piazza

ivana.piazza@cefla.it - www.cefla.com

Ducati

MotoGP Press Manager

Artur Vilalta

+39 346 8442596

artur.vilalta@ducati.com

MotoGP Press Officer

Luca Semprini

+39 340 7208975

luca.semprini@ducati.com