



NEWS

WORLD DUCATI WEEK 2016: FULL THREE-DAY DUCATI GET-TOGETHER PROGRAM UNVEILED

WDW2016 is packed with everything a Ducati fan can dream about!

By [Ducati Press Release](#) Photo & Video Courtesy of Ducati June 13, 2016



Courtesy of Ducati

World Ducati Week 2014 had nearly 65,000 attendees, but Ducati hopes to attract an even larger audience at this year's event.

Just a few more days before the ninth edition of World Ducati Week gets underway at the "Marco Simoncelli" Misano World Circuit and along the entire Riviera Romagnola. From 1 to 3 July, thousands of Ducatisti from every corner of the globe will be celebrating their shared motorcycling passion. The 2014 edition attracted some 65,000 participants, and this year could set a new record, repeating the peaceful 'red invasion' of what is one of the Italian Riviera's top destinations.

A perfect mix of biking fun, racing, being part of the Ducati community and, above all, the spellbinding Ducati brand: WDW2016 is ready to rev! The grand 2016 Ducatisti get-together coincides with the culmination of Ducati's 90th anniversary celebrations which, during WDW itself, will see the Museum re-open its doors after a major renovation that has taken several months to complete.

WDW offers a packed programme of events, parties, bike parades, shows, concerts and on-track races with today's Ducati MotoGP/Superbike riders and the champions of yesteryear to whom the Ducati brand's history owes so much.

An incredibly entertaining event, but one that is also carefully managed. Ducati's commitment to making its mega-event a sustainable one has led to ISO 20121 (Event Sustainability Management System) certification. That makes WDW2016 the world's first ISO 20121-certified sustainable motorcycling event. Part of a wider Ducati sustainability policy (it already has ISO 14001 certification), this certificate ensures that the organisation of WDW2016 takes environmental, social and economic aspects into account.



Multiple Ducati stars like MotoGP rider Andrea Dovizioso will be attending WDW2016.

Courtesy of Ducati

World Ducati Week 2016 encapsulates the revolutionary changes enacted by Ducati in recent years. The WDW2016 title, "More than Red", highlights both its long-standing attachment to the sports bike world and the new models for new segments. These include the XDiavel, the new Ducati cruiser, the Multistrada 1200 Enduro and the new Scrambler Sixty2, three recent additions to the Ducati range that all WDW2016 participants can "experience" in truly unique ways. Don't miss the 'Gentleman's Lounge' for example, dedicated to the XDiavel's uniquely refined technology and mind-blowing performance. There will also be plenty of space dedicated to the Multistrada 1200 Enduro, the star of DRE Enduro, the new Ducati off-road riding school that WDW2016 participants will be able to get a taste of. The very same Multistrada 1200 Enduro also features in Globetrotter 90, the symbolic around the world bike trip to celebrate Ducati's 90th anniversary, which will take in the places that have contributed to writing the most important pages of the company's history. Then there is the fun of Scrambler world and its unmistakable "yellow zone", featuring the brand new Sixty2 and Flat Track Pro models and ready to host the first Scrambler Reunion. The Land of Joy offers a host of activities including climbing, thanks to an artificial climbing wall that everyone can attempt to scale, basketball games in the playground set up especially for the occasion, live non-stop music with the Scrambler Music Marathon put on by Ducati employees and their band, the Barber Shop in collaboration with Prep for a new look, and many other surprises including the brand new Flat Track School. Friday takes us to Aquafan, the final destination for the thousands of bikes that will roar out of the circuit to Riccione and the fun-fuelled Scrambler Party. With water slides, swimming pools, a 'foam party' and great music from the '90s, this event is open to all WDW2016 participants: just go to wdw.ducati.com to find out all the details on how to join the party. On Saturday 2 July the Santamonica stadium in Misano Adriatico will reverberate to the sound of Italian rocker Piero Pelù: a two-hour injection of pure energy for everyone at World Ducati Week.

Every Ducatista attending World Ducati Week 2016 can enjoy another two exclusive events: the unveiling (on Saturday evening) of a limited-edition special celebrating Ducati's 90th anniversary and a closed room offering a sneak peek at a new Ducati model in the 2017 range.



Andrea Dovizioso, pictured here aboard the Scrambler Sixty2, will take part in various events at WDW2016.

Courtesy of Ducati

The explosive ingredients of track, riders and races have always made for a memorable WDW. This ninth edition has spiced up those ingredients further by doubling the number of races involving Ducati riders. Friday evening kicks off with the first ever "Scrambler Ducati Flat Track Race by TIM" with Dovizioso, Giugliano, Bayliss, Petrucci, Hernandez, Valia, Mercado and Xaus battling it out on the new Scrambler Flat Track Pro on the Misano Circuit Area oval. The showdown takes place along a 1000-metre track, with riders engaging in heart-stopping drifts and duels.

Another Saturday epic comes in the form of the "Drag Race by Shell". A true Drag Strip will be set up on the straight of the "Marco Simoncelli" Misano World Circuit, with racers going head to head on awesome Diavel Carbon bikes. The high-calibre contenders will be Stoner, Iannone, Dovizioso, Capirossi, Davies, Laconi, Redding and Barbera - but there can only be one winner!

Also travelling to WDW, from all over the world, are the DOC (Ducati Owners Clubs), our Ducati 'Core Community' who put their hearts and souls into making each WDW unique.

Our prestigious partners have also decided to play an active role in WDW2016. Strategic Ducati partners such as TIM who, in addition to providing Wi-Fi coverage during WDW, will also have their own stand and play a part in the Guarda Avanti project to raise people's awareness of the risks of using mobile phones while riding or driving.

Ducati's technical partner, Shell Advance, is also the 'title sponsor' of the eagerly awaited "Drag Race by Shell Advance" being held on Saturday evening. Shell will have its own dedicated area offering great entertainment and a superb DJ set. Moreover, WDW2016 also offers this high-status brand the chance to present press and public with some major new product developments.

Another key official WDW2016 partner is Termignoni, an example of Italian excellence and practically a must for all those Ducatisti who want unbeatable performance and an unmistakable sound.



Plenty of other official partners will there too: GData, Bosch, Pirelli, Prep, Canon, Hera, not to mention suppliers, technical partners and Ducati licensees.

And there's more than bikes... Four-wheeled thrills will also be available courtesy of Audi and Lamborghini, with everyone getting the chance to enjoy a hair-raising high speed lap of the track alongside a professional racing driver. Volkswagen Business vehicles will also be joining us, displaying an exclusive version of the Transporter for Ducatisti and all other motorcycling enthusiasts.

WDW2016 also sees MilleMiglia - the Alitalia loyalty plan - join the partner pool, offering participants air miles and a chance to win airline tickets to MotoGP Championship races.

Once again, WDW can count on a big helping hand from the towns of Misano Adriatico and the Republic of San Marino, who'll be providing organisation, logistical support and local events for Ducatisti arriving at Misano from all over the planet. WDW2016 also includes a multitude of activities organised by APT Regione Emilia-Romagna and Ducati to promote the Motor Valley brand. These include Route 90: a 9-stage itinerary along the Via Emilia linking the Ducati factory in Borgo Panigale to the Misano Racetrack. Last - but certainly not least given its pivotal role - comes the "Marco Simoncelli" Misano World Circuit, the venue of every single WDW edition right from the very first.

And there's more: with the new WDW2016 app for iOS and Android, the entire World Ducati Week is at your fingertips: info, news and the fully updated programme. Moreover, during the three days at Misano the WDW2016 app will help speed up kit collection, provide useful real-time info and even let you win prizes and obtain exclusive freebies.



Dovizioso will also take part the "Drag Race by Shell" against other Ducati riders like Chaz Davies, Casey Stoner, Andrea Iannone and more!

Courtesy of Ducati

For music lovers, Spotify will be offering a great selection of songs for WDW2016. If you want to help out and suggest some tracks, just go to music.ducati.com.

Summing up: the 3-day World Ducati Week 2016 programme features Paddock events, Dynamic events, Track events, Evening events and Competitions.

Paddock events

- Ducati Garage Contest
- Ducati Heritage Contest
- International Biker Games
- Ducati University
- Apparel and accessories shop
- "Closed Room" for a preview of a MY2017 bike
- "Treasure Hunt" open to all participants
- Land of Joy

Dynamic events

- XDiavel Test Ride
- DRE Enduro
- DRE Safety
- Flat Track School
- Scrambler Test Ride
- WDW2016 Tours

Track events

- Practice sessions
- Audi and Lamborghini track laps
- Stuntmen shows and Dragster race
- Two-seater thrills with Troy Bayliss and Ruben Xaus
- Riders' lap of honour

Pro Riders' Race

- Friday: "Scrambler Ducati Flat Track Race by TIM"
- Saturday: "Drag Race by Shell"

Evening events

- Friday: Parade from Racetrack to Riccione; Scrambler Party at Aquafan in Riccione
- Saturday: Rider Presentation; Piero Pelù in concert

All the info on these events and others in the WDW programme is available on the event website wdw.ducati.com, scramblerducati.com/en/wdw and the dedicated Facebook page World Ducati Week. WDW2016 is also available on the Ducati social network channels: Facebook, Twitter, and Instagram. Hashtag: #worlddducatiweek, #90YearsOfDucati, #ducatievents, #ducati. And also on Ducati Scrambler social network channels: Facebook, Twitter and Instagram. Hashtag: #scramblerducati, #landofjoy, #scramblerReunion e #scramblerFlatTrackRace.

More images of the WDW2016 Press Conference on DucatiPress.com.