



Ducati announces an agreement with the Volkswagen Group for CKD assembling of motorcycles in Argentina

- Volkswagen Group Argentina will begin in 2022 the CKD assembling of Ducati motorcycles for distribution within the local Argentinian market
- Ducati has very good performances in Argentina in terms of market share and brand recognition
- The Italian manufacturer has seven exclusive dealerships with integrated service in the country

Bologna, Italy / Córdoba, Argentina, 3 May 2022 – Ducati announces an agreement with Volkswagen Group Argentina for CKD assembly of Ducati motorcycles to be distributed within the local Argentinian market. At the Córdoba Industrial Center, production will start by the end of 2022 thanks to an important investment, making the VW plant the third factory in the world outside of Italy for Ducati.

“The Argentinian motorcycle market is very interesting, Ducati has a strong positioning in this country in which over the years we have been able to achieve excellent results, both in terms of volumes and market share”, said Francesco Milicia, Ducati VP Global Sales and After Sales. “In Argentina we can count on a great collaboration with the Volkswagen Group which distributes our bikes, and it is also thanks to this strong relationship that we are able to take this important step which will help to strengthen our position in this market even more”.

“Argentina is an important pillar for Volkswagen Latin America. With this new investment, we will continue to strengthen our brand in the region, with models that are increasingly adapted to the needs of our customers,” said Pablo Di Si, Executive Chairman of Volkswagen Latin America. “Starting to assemble Ducati motorcycles in Córdoba is a great joy, since Volkswagen Group Argentina will be the first VW Group subsidiary in the world to do so.”

The commercial relationship between Ducati and Volkswagen Group Argentina began in 2013, after Audi AG bought the Italian motorcycle manufacturer globally in 2012. Ducati has a very good recognition in the high-performance Argentinian motorcycle market, having achieved excellent results in terms of market penetration.

Ducati currently has seven exclusive dealerships in Argentina, which commercialize the full range of Ducati and Ducati Scrambler motorcycles. Each dealer offers an integrated service and a showroom area where the bikes are exposed, with an exclusive space dedicated to the “Land of Joy” and the Ducati Scrambler products.

The first model to be assembled Córdoba Industrial Center will be the Ducati Scrambler Icon. The Ducati Scrambler range has become the most appreciated in the Argentinian market, after the first local presentation in 2016. Its urban-inspired motorcycles, designed under the post-heritage concept, invite personalization and self-expression while offering total versatility in their use, maintaining the features and characteristic equipment of every Ducati brand product.