



## Ducati stabilizes its position in the main markets thanks to a range of sophisticated, highly technological and uniquely designed products

- **Ducati closes the first three quarters of 2023 with 47,867 motorcycles delivered to enthusiasts around the world**
- **The deliveries in the main markets for the Bologna-based company remain stable with Italy in first place followed by the United States and Germany**
- **Multistrada V4 confirms itself as the model most appreciated by Ducatisti and great success has been recorded for the Panigale V4, the motorcycle that more than any other represents the transfer of know-how between the track and the road**

*Borgo Panigale (Bologna, Italy), 30 October 2023* – Ducati closes the first three quarters of 2023 with 47,867 motorcycles delivered to Ducatisti enthusiasts all over the world, recording a slight drop (-4%) compared to the same period of 2022 (49,858).

The deliveries in the **main markets** for the Bologna-based motorcycle manufacturer **remained stable**, recording **growth of 2% in Italy** (8,474 motorcycles) and **2% in the United States** (6,704 motorcycles). **Germany**, which represents the third largest market for the Company, is also **positive with a +1%** (5,764 motorcycles). In the same period, **China** – market number six for the Company - sees a significant decline with 46% fewer deliveries (2,201 motorcycles) compared to the same period in 2022.

*"Ducati has never been so strong and appreciated in the world: in the first nine months of the year we stabilized our results in the main markets thanks to a range of sophisticated and highly technological products. Added to this is the offer of limited, prestigious and unique models such as the Ducati Streetfighter V4 Lamborghini and the Panigale V4 2022 World Champion Replica, which had incredible success among our enthusiasts", declared Francesco Milicia, Ducati VP Global Sales and After Sales. "Due to a complex market situation, we are currently experiencing a drop in sales in China, a country where Ducati is much loved and where we have a wonderful community of enthusiasts. We have already developed a comprehensive action plan that takes into account the specific situation and we'll keep monitoring closely the market, with the goal of bringing it back to its results of the past."*

During the first nine months of 2023, **the Ducati range has won over new Ducatisti around the world**. The model most requested by enthusiasts was the **Multistrada V4** in all its variants, with 8,680 units delivered worldwide between January and September 2023.

All the models based on the V4 engine, be it Desmosedici Stradale or V4 Granturismo, had great success. For example, deliveries of the **Panigale V4 grew by 22%** compared to the previous year. The Ducati super sports bike, which in the Panigale V4 R version was recently confirmed as the best production-derived motorcycle in the WorldSBK Championship winning for the second year in a row the **"Triple Crown" with the Riders', Manufacturers' and Teams' titles**, is the one that benefits most of all from the continuous exchange of know-how from the track to series production models, allowing Ducati to offer its enthusiasts highly technological motorcycles with exciting performance.



The **Diavel V4**, presented at the end of 2022, also received the approval of Ducatisti with 2,417 motorcycles delivered worldwide. This model was recently the protagonist of the "**Diavel V4 Design Night**" events, which from Amsterdam to New York up to Paris, Brussels, London, Kyoto and Shanghai, focused **attention on Ducati design**, in particular on a model that over the years has become an authentic style icon.

The Bologna-based motorcycle manufacturer is in the midst of the **Ducati World Première 2024** which has already revealed to enthusiasts some of the new models for next year starting from the **Monster 30th Anniversary** in a limited and numbered series of 500 units, which is officially sold-out. The **Multistrada V4 S Grand Tour**, the **DesertX Rally** and the **Multistrada V4 RS** have also already been presented. The Ducati World Première calendar, so as not to miss a single episode, is available in the [dedicated section of the official Ducati website](#).

Ducati is awaiting all enthusiasts at EICMA to see the entire 2024 Ducati range live.