



The passion for Ducati has never been greater. With **59,447** motorcycles sold worldwide, 2021 was the best year ever.

- Ducati ended 2021 with record sales, growing globally by **+24%** over 2020 and **+12%** over 2019.
- There was double-digit growth in all major countries including the United States, which regains the place of top market, and Australia, which records **+50%** compared to 2020.
- The Multistrada V4 was the best-selling and most popular motorcycle for Ducatisti in 2021 with **9,957** motorcycles delivered to customers.
- The 2022 range is already enjoying praise from enthusiasts as demonstrated by the highest order portfolio ever at the beginning of a year.

Borgo Panigale, Bologna, January 12, 2022 – **Ducati concluded 2021 with a record figure of 59,447 motorcycles delivered to customers** all over the world and **achieving an increase in sales of +24% over 2020 (48,042) and +12% over 2019 (53,183).**

Claudio Domenicali, Ducati CEO: *"2021 was a magical year for Ducati. We delivered over 59,000 motorcycles, a number never achieved before in 95 years of the company's history. We also won the title of MotoGP Constructors' World Champion for the second consecutive year, and we started the electric era of our company with the V21L prototype, which foresees the bike that will race in the MotoE championship in 2023. The pandemic, which is still underway, in addition to generating so much suffering, has also made activities more complex, forcing us to conduct a continuous internal reorganization. Supply chains created delivery delays for which I want to apologize to all Ducatisti and thank them for their patience. Despite all these difficulties, the desire to excel of our employees here in Borgo Panigale and in our subsidiaries around the world helped us to achieve these record results. We are investing in an extremely ambitious growth path that will lead the company to improve even further, by entering new market segments. With the DesertX, we will have from this year on an extremely attractive proposal for adventure fans, and other ambitious projects are currently in development. The core values of the brand – style, sophistication, performance, and trust – are more current than ever. Future growth will take place in compliance with these values, offering our enthusiastic customers products that are increasingly representative with a unique mix of beauty, technology, and distinctiveness, such as the best of Made in Italy."*

In 2021 Ducati's growth came in all the main countries, starting with the United States, which regained the place of leading market for Ducati with 9,007 units and which corresponds to an increase of 32% over 2020, **followed by Italy with 8,707 units (+23% over 2020) and by Germany with 6,107 units (+11% over 2020). The Chinese market also grew with 4,901 motorcycles (+21%) as well as the French market with 4,352 (+12%) and the UK market with 2,941 units (+30%).**

Francesco Milicia, Ducati VP Global Sales and After Sales: *"With 59,447 motorcycles delivered to customers, Ducati notches up a historic result and once again underlines its solidity, despite the difficulties encountered across all sectors due to the supply crisis."*



Sales grew by the double digits in all major countries, from the United States to Australia, where the new subsidiary achieved an increase of 50%. These results are also the outcome of extraordinary work aimed at the continuous improvement of the global sales network both in quantitative terms, with 84 new dealerships, and in qualitative terms, focusing on omnichannel and the digitization of processes to guarantee our Ducatisti an unforgettable experience, which fully reflects the company's values. Now we are starting 2022 with an even more complete range, which is already receiving high praise as demonstrated by the best order portfolio ever at the beginning of a year."

The enormous success obtained during the year was confirmed for the **Multistrada V4**, which was by far **the best-selling and most-loved bike for Ducatisti in 2021 with 9,957 motorcycles delivered** to customers. The **Ducati Scrambler 800 family followed with 9,059 units sold and the Monster with 8,734 motorcycles sold.**

These results were achieved despite the unpredictable situation generated by the supply crisis that has been ongoing for some time. It is still a very volatile situation and is destined to continue.

For 2022, **Ducati presented nine new models to the public** during the Ducati World Première web series, helping to create an even more complete range ready to satisfy the desires of every type of motorcyclist. Expectations are particularly high for the **DesertX**, the Ducati bike designed to tackle the most demanding off-roads with 21" front and 18" rear wheels, long suspension travel, and ample ground clearance. The **DesertX** is a motorcycle that takes Ducati into a whole new world, a symbol of how the brand can broaden its horizons without losing its roots and its sporting identity, as proven by the **Panigale V4** that, in its latest evolutionary step, has become the closest vehicle to a MotoGP bike that a motorcyclist can ride.

To discover the Ducati 2022 range, a dedicated section is available on the [Ducati.com](https://www.ducati.com) website.