

World President Meeting

2nd July 2026, Rimini



Luca Gallerani

Dealer CRM & D.O.C. Management



440

People

205

D.O.C.

42

countries



San Patrignano



World President Meeting

2nd July 2026, Rimini

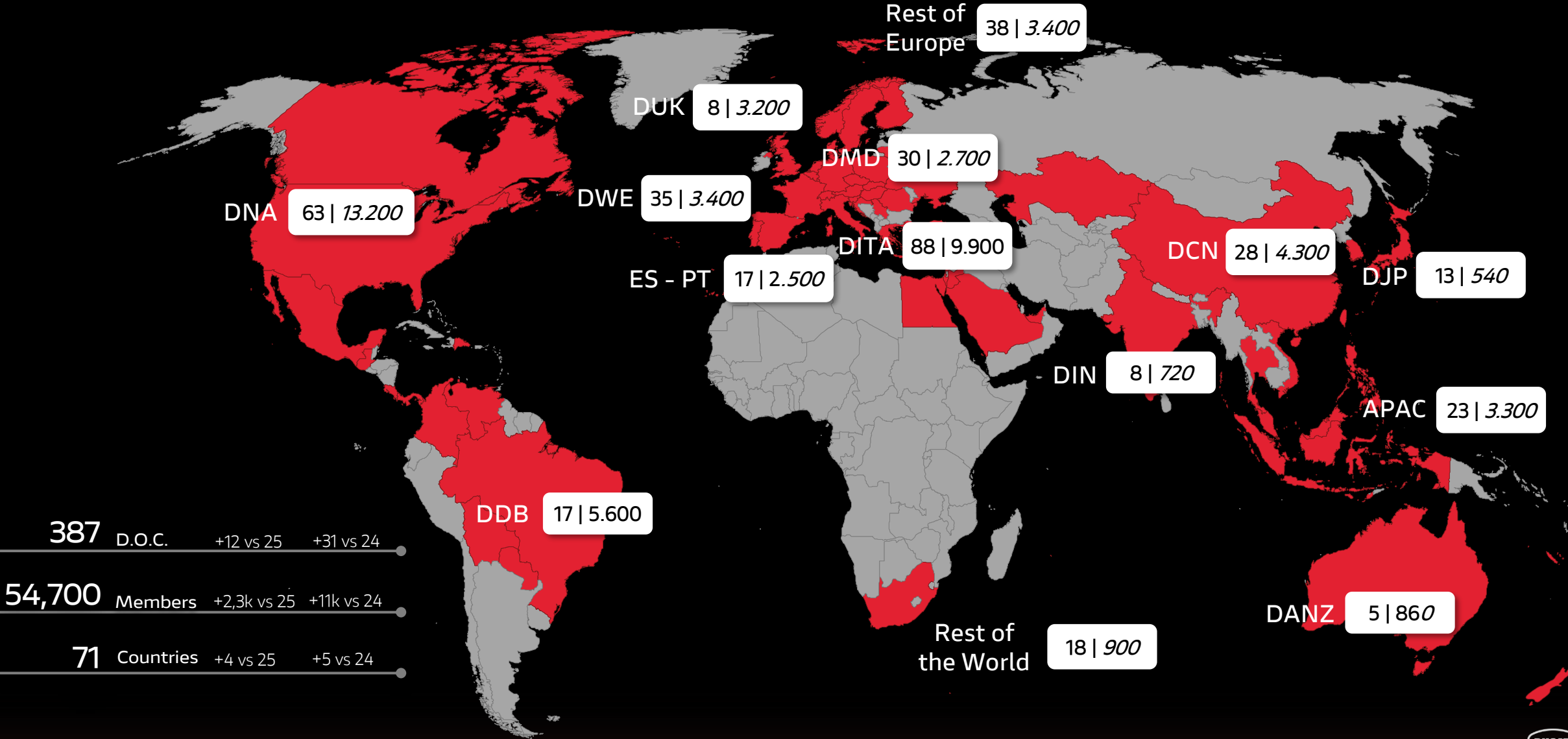


Francesco Milicia

VP Global Sales and After Sales



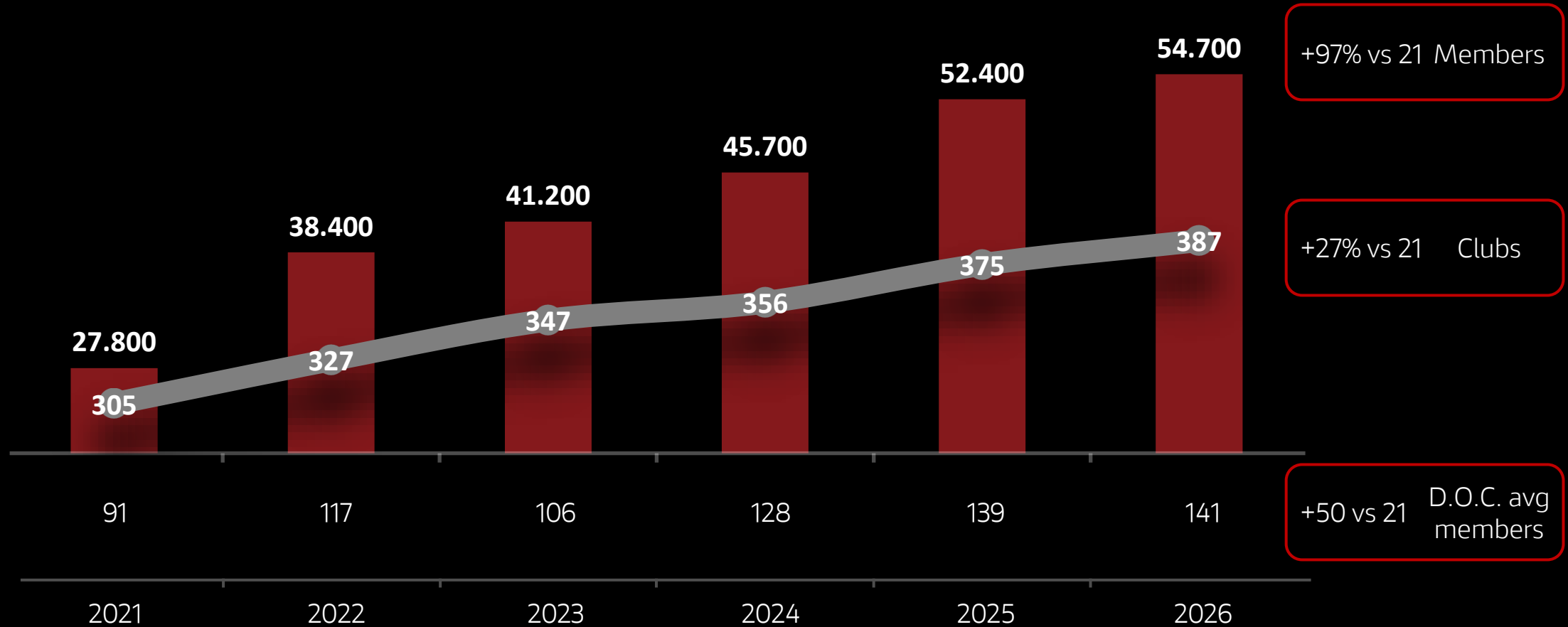
Global Network 2026



387	D.O.C.	+12 vs 25	+31 vs 24
54,700	Members	+2,3k vs 25	+11k vs 24
71	Countries	+4 vs 25	+5 vs 24



D.O.C. affiliation trend



D.O.C. Dealer relationship



We Ride As One 2026



337

Ducati Official Clubs

5

Continents

22.000+

Ducatisti

The global event that takes place simultaneously around the world. Every year





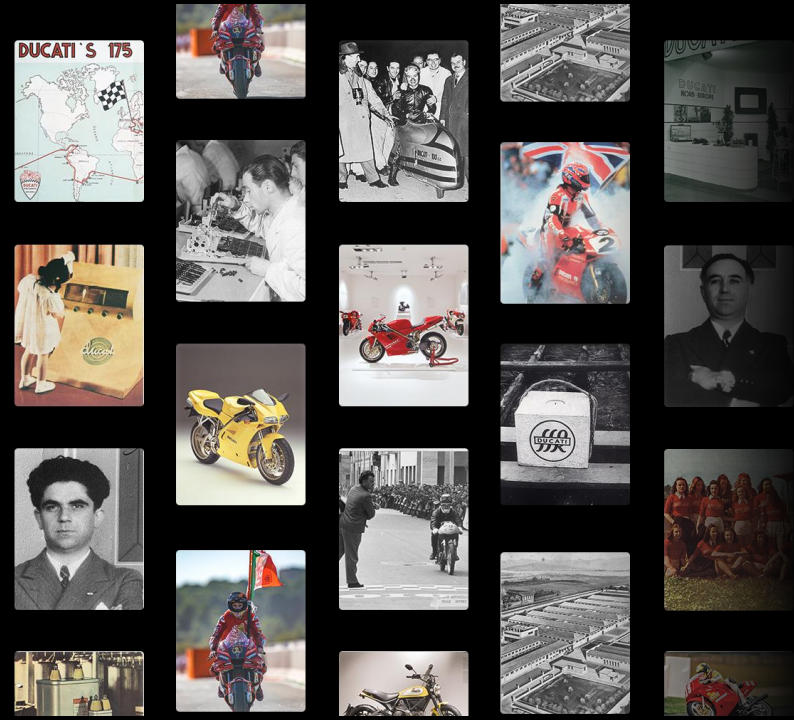
My D.O.C. moments





*"They can copy your products,
they can hire your employees, but
they can't buy your story"*

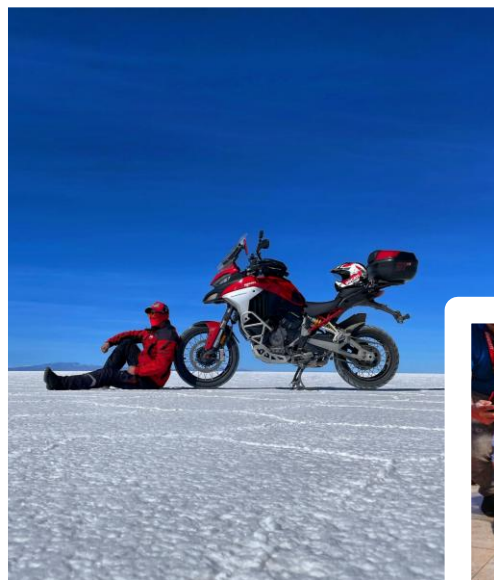
F. Milicia



Claudio Domenicali

CEO





The Ducati World

D.O.C.



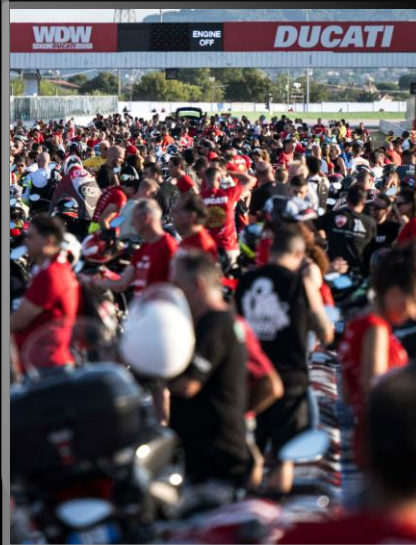
Social media



Races



WDW



Top Clients



The Product



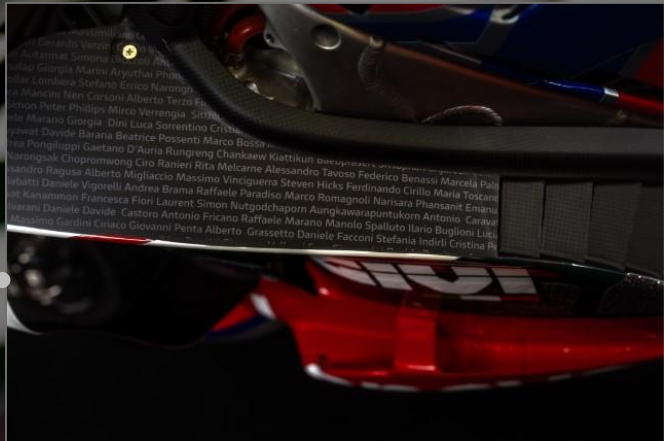
A magic set of bikes in the last 100 years



COLLEZIONE 120



Mugello Desmosedici GP



The background features abstract geometric shapes in light gray and dark gray, along with red lines that form a stylized track or path. The central text is the focus of the graphic.

DUCATI
120
1926 - 2026
A CENTURY MADE OF SECONDS



Ducati Family!



Ducati 2019 Sales Reach Top

The passion for Ducati has never been greater. 2021 is the best year ever.

Ducati breaks new sales records in 2022

Ducati Announces Revenue Gains of Over €1 Billion for 2024

Ducati has confirmed revenue gains of over €1 billion for the third consecutive year in 2024



Adrenaline

Unique Experiences



D.O.C. Awards 2026





D.O.C. Awards 2026

Best Centenary Celebration



Best Centenary celebration

Leo do DOCALPHA na terapia!



Club name

D.O.C. Alpha

President

Tuka Grazioso

Members

1.130

Location

Barueri - Alphaville

Obrigado a todos que fazem parte desta história.

DOC Nordeste

11 Years together
Ducati Official Club Nordeste

11 years aren't measured.
11 years are experienced.

Thank you to everyone who is part of this journey.

DOC Nordeste



Linda homenagem
seguimos juntos
DOCALPHA E DOCRIO
IRMANADOS



memória do
DOCALPHA ???
ESCREVAM ABAIXO !!



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2nd July 2026, Rimini



Patrizia Cianetti

Global Marketing and Communication Director



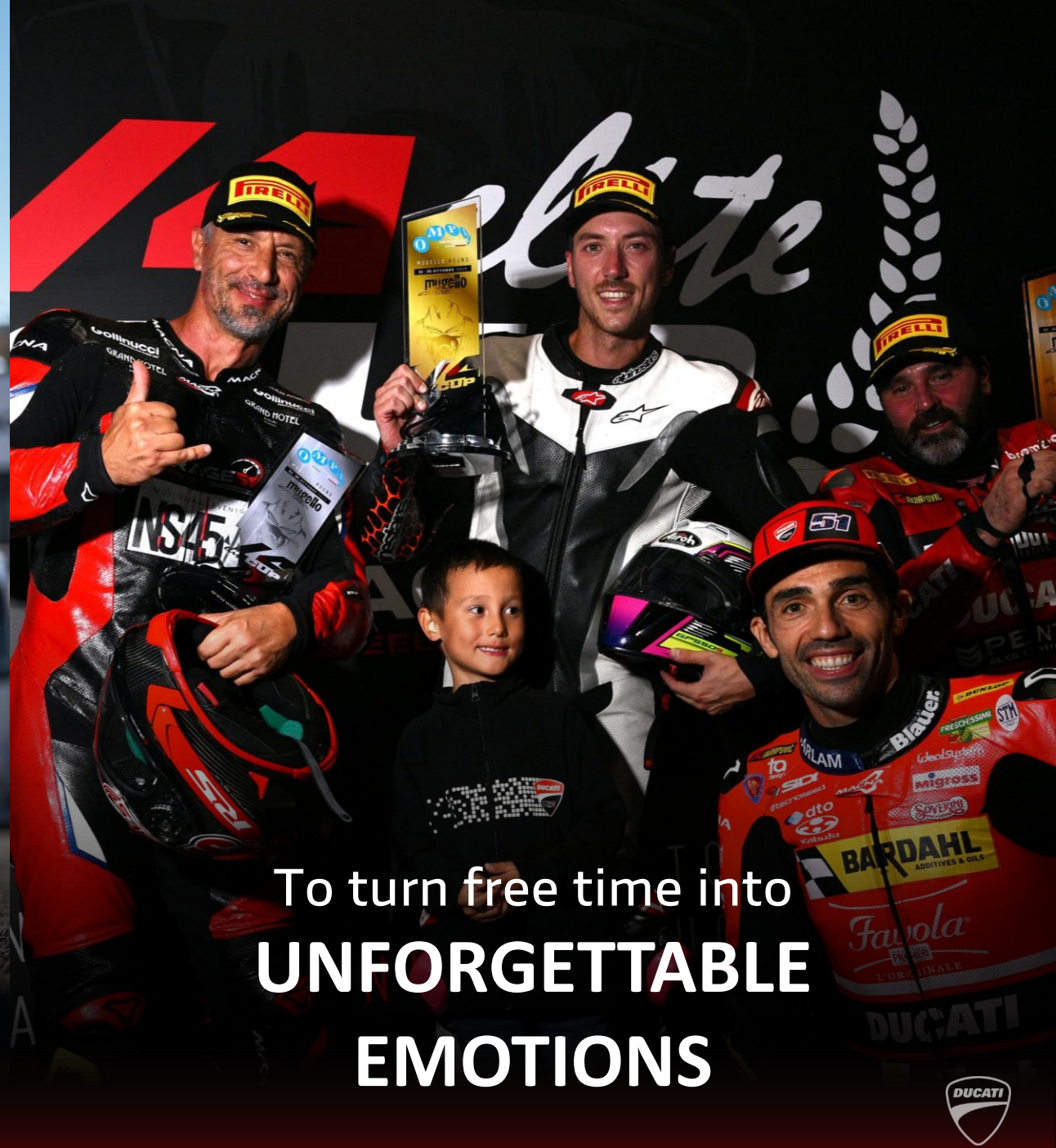
Our Mission **TO ENRICH PEOPLE'S LIVES**

Through exciting experiences delivered by high end motorcycles made of a magical combination of sophisticated technology and sensual beauty. In an unmistakable sporty italian style.





TO INSPIRE DREAMS
In every fan



To turn free time into
UNFORGETTABLE
EMOTIONS





ELEGANCE **LOVE** QUALITY
BEAUTY DREAM **RED**
ART **TECHNOLOGY**
HEROES **RACING** MYTH
ITALIAN PASSION
SENSUAL



« People don't want
goods or services.
They want...

MAGIC RELATIONS STORIES »

~ Seth Godin



We count on you to be
the **VOICE**, the **PASSION**,
and the **PRESENCE**
of Ducati in the world.

Be the **SPARK** that ignites
DUCATI'S MAGIC in every
corner of the world.



2026

IS A VERY SPECIAL YEAR

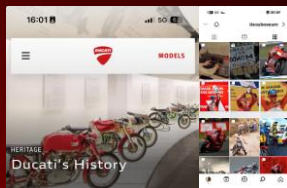




NOURISH THE **LOVE** OF OUR COMMUNITY
STRENGTHEN THE **PRESTIGE**
AND UNIQUENESS OF THE BRAND
GAIN GREATER **VISIBILITY**



NOV 2025 – DEC 2026



Multichannel
Communication

MAY 2026 - JUL 2026



Podcast

MAR 2026 – DEC 2026



National
Celebration

SEPT 2026



Documentary

MAY 2026



WeRideAsOne

JAN 2026 – JUL 2026



Art related
activations

GRAND TOUR



Expedition
Master

JUL 2026



Book



100
WDW2026
WORLD **DUCATI** WEEK

LIVE THE
LEGEND

CELEBRATE
100 YEARS
TOGETHER



DUCATI
100
1926 - 2026
A CENTURY MADE OF SECONDS

Centenary Edition





WDW2026

*WORLD***DUCATI***WEEK*

3rd-5th July / Misano, Italy

SEE YOU TOMORROW!



D.O.C. Awards 2026

Most Social – WDW 2026



Most Social – WDW 2026

WDW2026
WORLD DUCATI WEEK



Club name

Desmo Club D.O.C. Frosinone

President

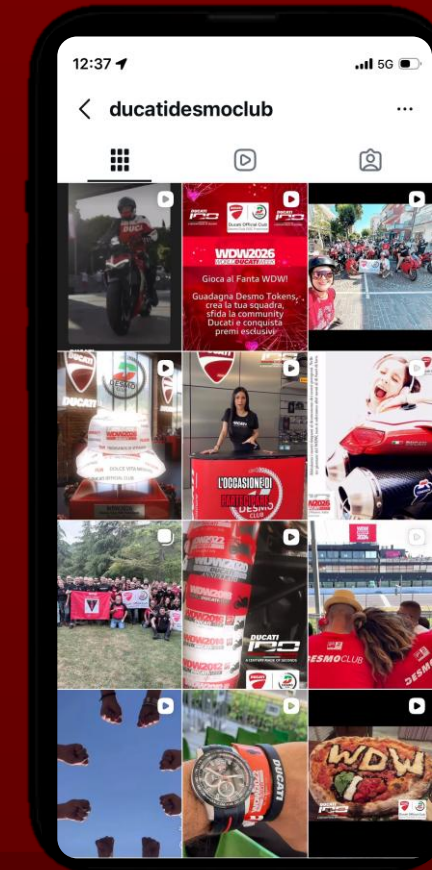
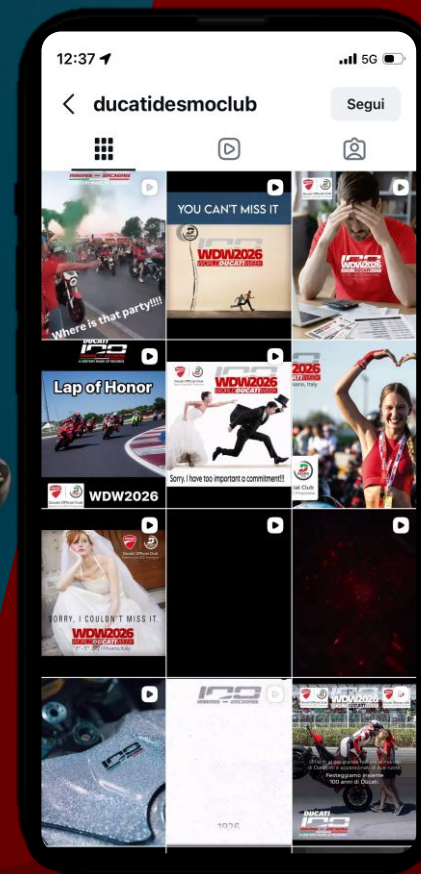
Marco Venditti

Members

210

Location

Frosinone



D.O.C. Awards 2026

Best Attendance – WDW 2026



Best Attendance – WDW 2026



Club name

D.O.C. GB

President

Martyn Edwards

Members

1.540

Location

Leyland



Club name

D.O.C. München

President

Peter Franko

Members

120

Location

München



D.O.C. Awards 2026

Social media presence



Social media presence



Club name

Ducati Riders of Orange County

President

Renato Bonomini

Members

315

Location

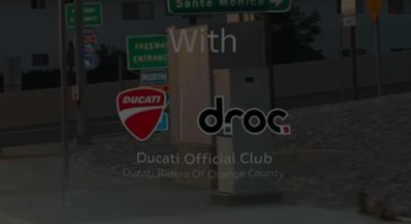
Costa Mesa

BIKE NIGHT

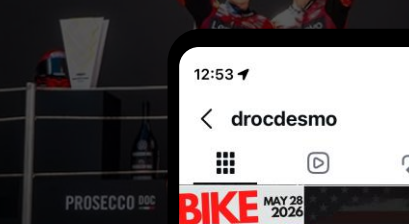


BIKE NIGHT JUN. 25 2026

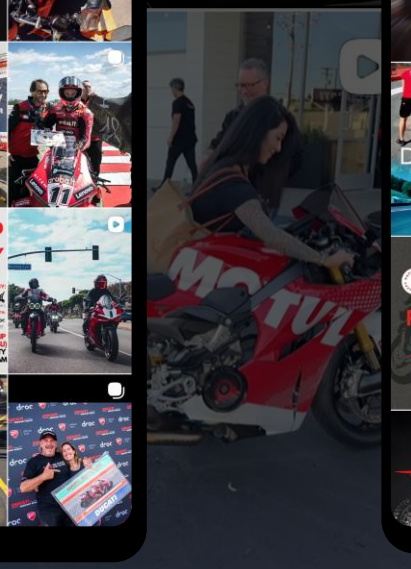
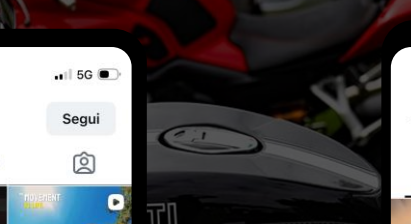
WDW2026 WORLD DUCATI WEEK



100 YEARS OF DUCATI

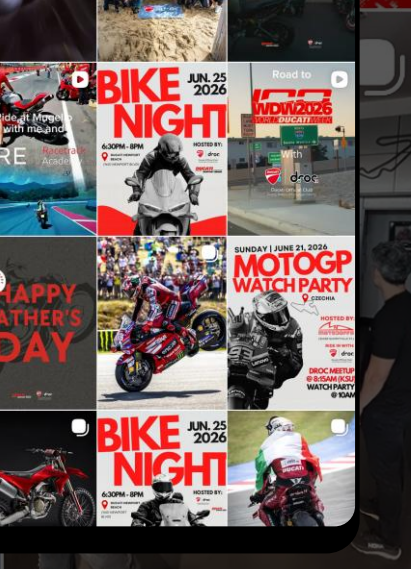


CONCOURS D'ELEGANCE



AMAZING SEASIDE CALIFORNIA ADVENTURE TRAIL

CONCOURS D'ELEGANCE



World President Meeting

2nd July 2026, Rimini



Stefania Indirli

Client Experience Excellence & CRM Director



4 years ago...

Short term
strategy



Long term
strategy

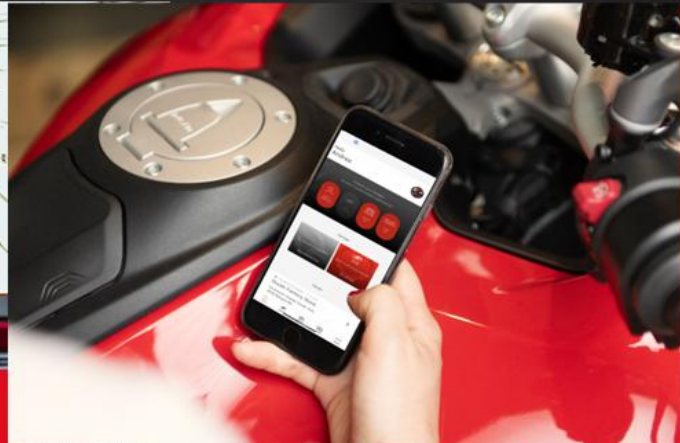


"When you talk, you are only repeating what you already know.

But if you listen, you may learn something new"

Dalai Lama





Training

Continuous improvement

Relationship

Privileges

STYLE

SOPHISTICATION

PERFORMANCE



Experience in line with brand's value

Ambassadors



D.O.C. / Dealer



Digitalization



Teamwork

Identity



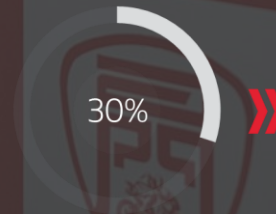


The importance of D.O.C. identity

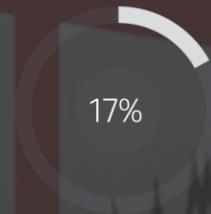
- › Enlarged Ducati Logo and Trademarks permissions
- › Corporate Identity reviews
- › Logos check and recovery



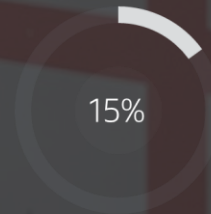
April 23



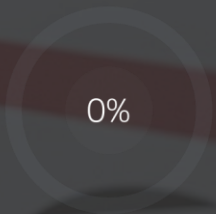
July 23



September 23



May 24



July 24

Dedicated D.O.C. numbers

—— 1 ——
Approved
Ducati Official Club
—— **DUCATI** ——

Ducati Owners
Club GB



—— 2 ——
Approved
Ducati Official Club
—— **DUCATI** ——

Ducati Club
Nederland



—— 3 ——
Approved
Ducati Official Club
—— **DUCATI** ——

Ducati Official Club
Mid-Atlantic



—— 4 ——
Approved
Ducati Official Club
—— **DUCATI** ——

Ducati Palermo
Club DOC



—— 5 ——
Approved
Ducati Official Club
—— **DUCATI** ——

Ducati Club
Finland RY.



—— 6 ——
Approved
Ducati Official Club
—— **DUCATI** ——

Ducaticlub.be



—— 7 ——
Approved
Ducati Official Club
—— **DUCATI** ——

Ducati Owners
Group CZ



—— 8 ——
Approved
Ducati Official Club
—— **DUCATI** ——

La Diamantina



—— 9 ——
Approved
Ducati Official Club
—— **DUCATI** ——

Lady Ducati
DOC



—— 10 ——
Approved
Ducati Official Club
—— **DUCATI** ——

Ducati Official Club
Borgo Panigale



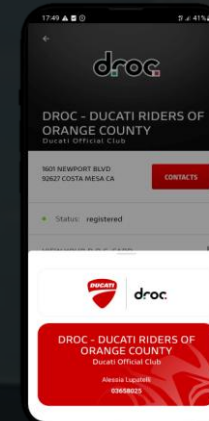
A high-action photograph of a red Ducati motorcycle leaning into a turn on a racetrack. The rider is wearing a red and black racing suit and helmet. The motorcycle is tilted significantly to the left, with the front wheel pointing towards the center of the turn. The background shows the asphalt track and a blue and white boundary line.

Process & Service Improvements

Affiliation process improvements

from 6
to 1,5 months

Digital
member card



Digital welcome
communication



Kit delivery improvement

Start delivery
from June
to March

Members



President



Vice President



Secretary



Treasurer



President



Club



D.O.C. Dealer relationship

What should a Dealer do for their D.O.C.?

1. Appoint a **dedicated liaison person** from the Dealership to maintain **open communication**
2. Each year, at the beginning of the riding season, **prepare a combined calendar of events**
3. Schedule **regular meetings** (ideally quarterly) **with the Club staff** to share information in advance, provide updates on joint activities and offer feedback
4. Ensure that the **Dealership staff are kept informed** of all activities planned with the D.O.C.
5. Offer the **Dealership as a venue** for all the **regular meetings** with the Club staff

COMMUNICATION AND PLANNING

1. Collaborate with the D.O.C. to **organize a minimum of 2 joint events per year**. One must be We Ride As One
2. **Support at least 1 local D.O.C. event per year**
3. The **Dealership** must be a point of reference for the D.O.C. community. If possible, **offer it as a venue/meeting point for club events**

LOCAL EXPERIENCES

1. Make the **D.O.C. members feel special** through dedicated initiatives by organizing at least 1 event per year exclusively for them
2. Include the **D.O.C. in your events** by inviting them to participate in activities
3. Give **D.O.C. members a warm welcome** at the dealership, recognize them and, if possible, give them **special treatment**

COMMUNITY MANAGEMENT

1. **Inform your clients about the Club and its benefits**. Help them discover the D.O.C. world to attract potential new members
2. Promote at least **2 Club activities per year to your network**, especially through your digital channels
3. Create **marketing content with the D.O.C.** during selected rides and activities

PROMOTION

What should a D.O.C. do for their Dealer?

1. Club staff must **maintain open communication with the Dealership staff**, in particular the management and the designated contact person
2. Each year, at the beginning of the riding season, **prepare a combined calendar of events**
3. Schedule **regular meetings** (ideally quarterly) **with the Dealer staff** to share information in advance, provide updates on joint activities and offer feedback. Together with the Dealer, keep Ducati informed with a half-year report

1. Collaborate with the Dealer to **organize a minimum of 2 joint events per year**. One must be We Ride As One
2. Attend all **joint activities** with members, as well as **events organized by the Dealer**
3. Support the Dealer in **at least 1 event per year**
4. The **Dealership** must be a point of reference for the D.O.C. community. If possible, **choose it as a venue/meeting point for club events**.

1. **Include the Dealer in your events** by inviting the staff to participate in activities
2. **Share with the Dealer relevant feedback and suggestions from Club members** about the Dealership

1. **Encourage members to turn to the Dealer** for products and services and to recommend them to their network, while avoiding any promotion of potential competitors
2. **Promote the Dealership** in your area
3. Keep the **D.O.C. network informed about all the Dealership's upcoming activities**, especially through your digital channels
4. Create **marketing content with the Dealer** during selected rides and activities

D.O.C. Awards 2026

Best initiative in collaboration with the
Dealer



Best initiative in collaboration with the Dealer



Club name

D.O.C. Bengaluru (India)

President

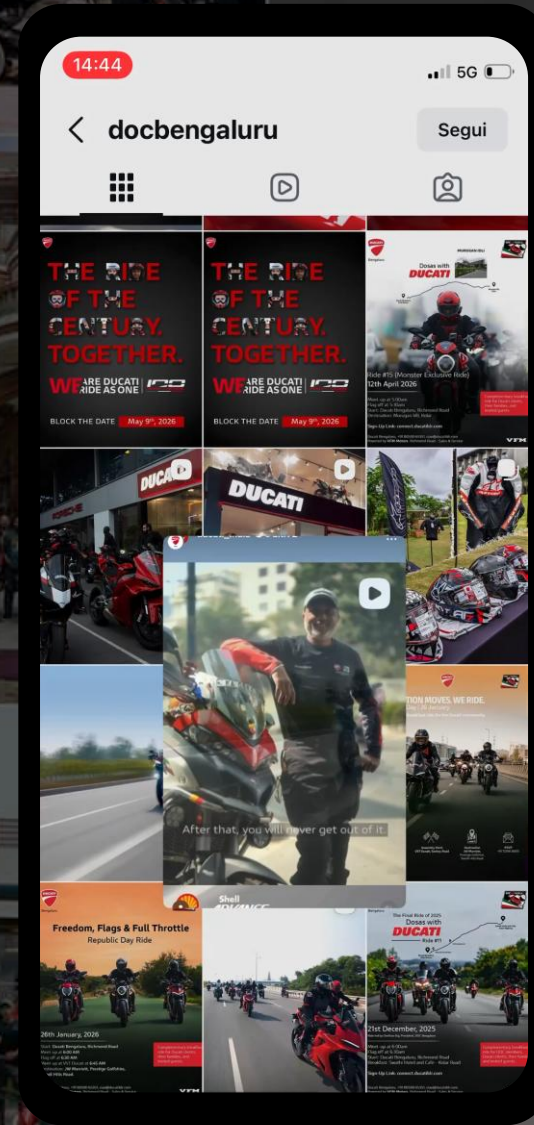
Chethan Raj

Members

450

Location

Bengaluru



Training on Ducati Academy



Ducati Official Club

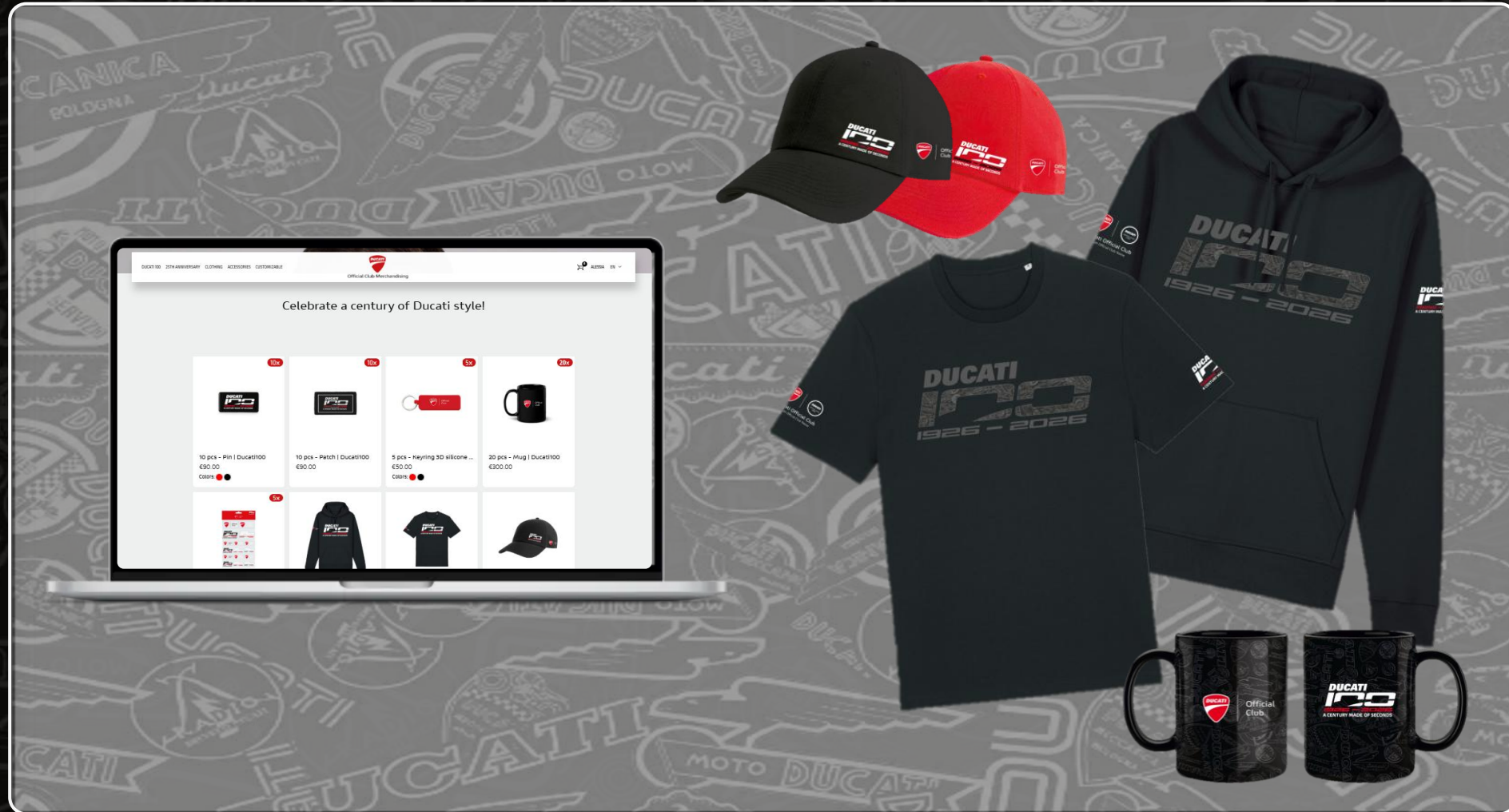
[OPEN TABLE OF CONTENTS](#)

- MyDucati App
- Affiliation
- NPS
- Sustainability & Events
- D.O.C.-Dealer Collaboration Golden Rules
- Product Range



Merchandising platform

- D.O.C. 25th Anniversary
- Customizable items
- Ducati100 collection



Awards





Inspire future generation

D.O.C. Awards 2026

Best initiative to involve young Ducatisti



Best initiative to involve young Ducatisti



Club name

Ducati Fanatic

President

Marco Zanchi

Members

200

Location

Milano

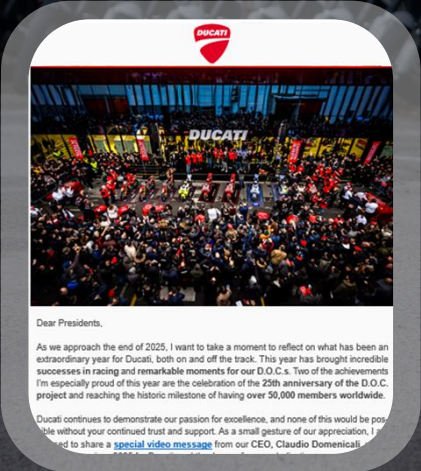




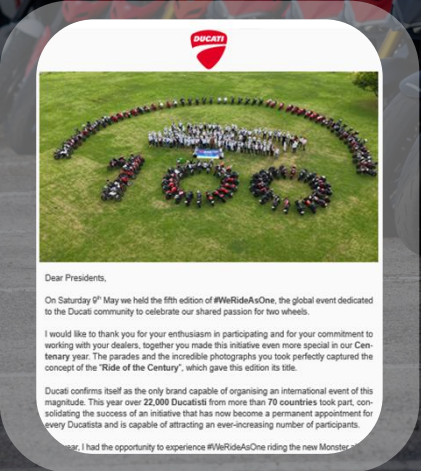
Communication

Periodic communications

Francesco

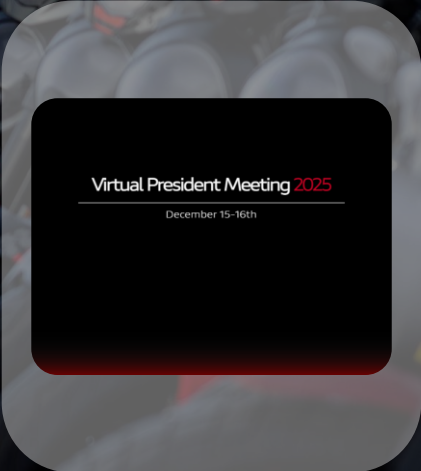


Luca

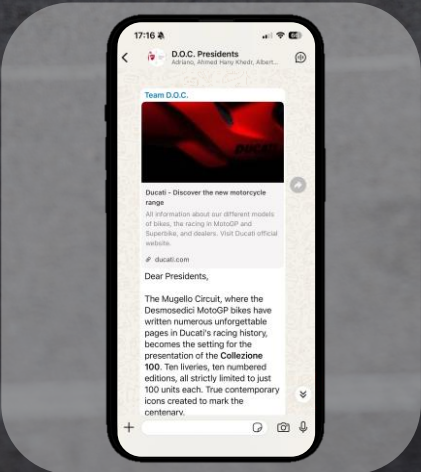


Communications

Virtual



Whatsapp



Physical



Meetings

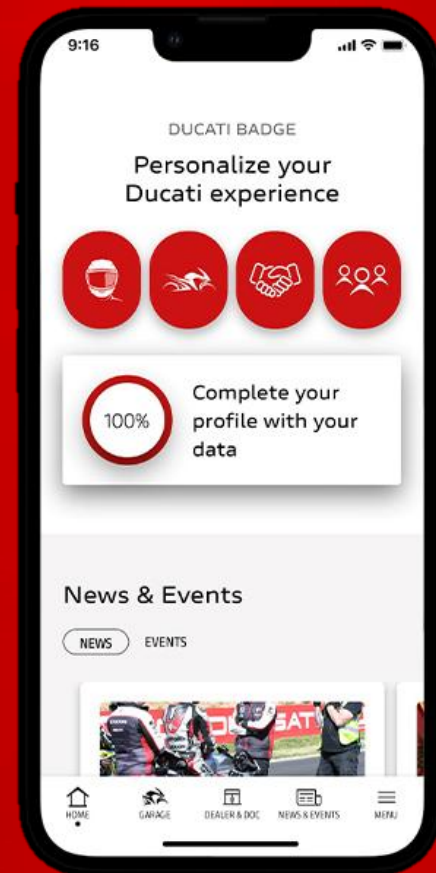
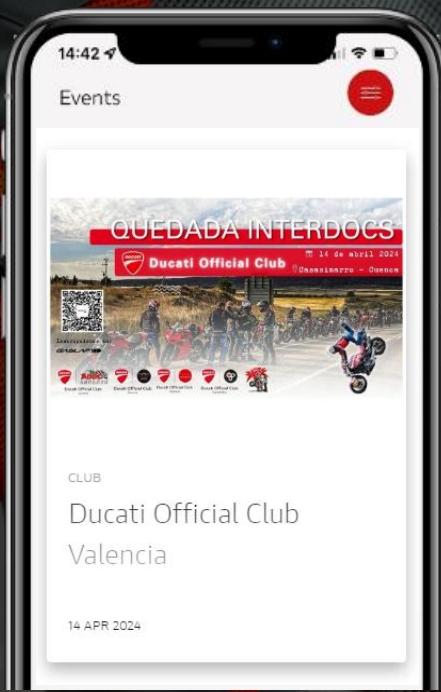
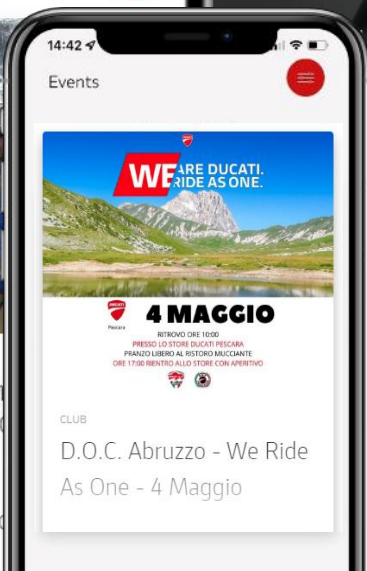
MyDucati App

A powerful
communication tool
for D.O.C. & Dealers

330k+
App Users

News and Events

Push notification

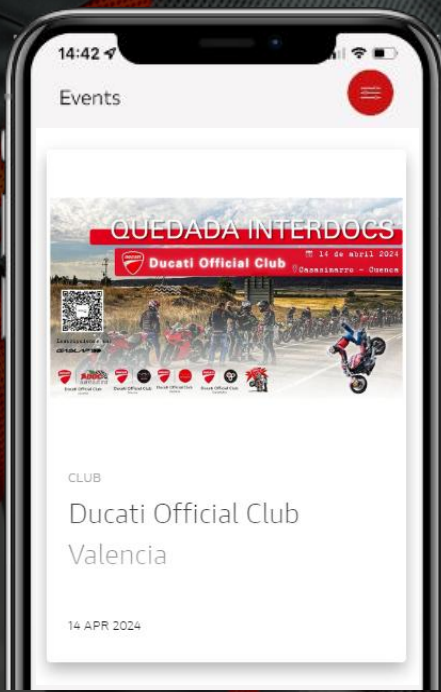
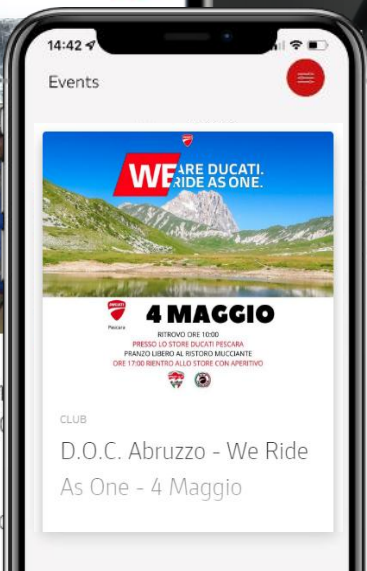


MyDucati App

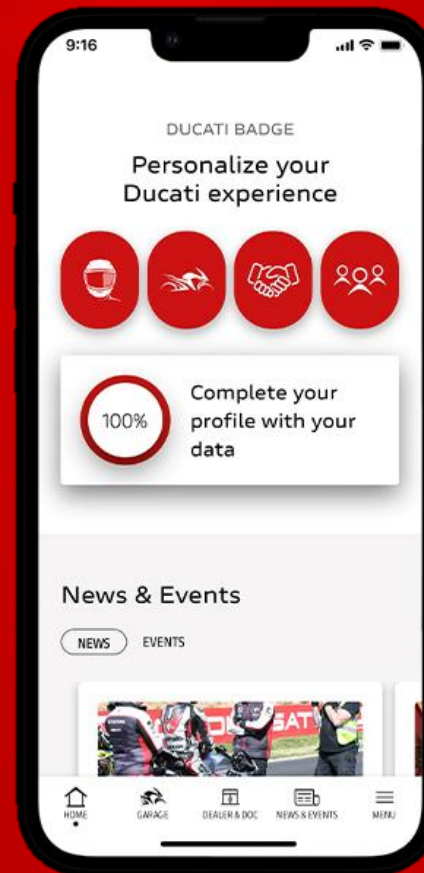
A powerful
communication tool
for D.O.C. & Dealers

News and Events

Push notification



Best user



Website renewal

How to establish a new D.O.C.

3,000+

D.O.C. teams registered globally each year

1,000+

D.O.C. members visiting the Borgo Panigale headquarters each year

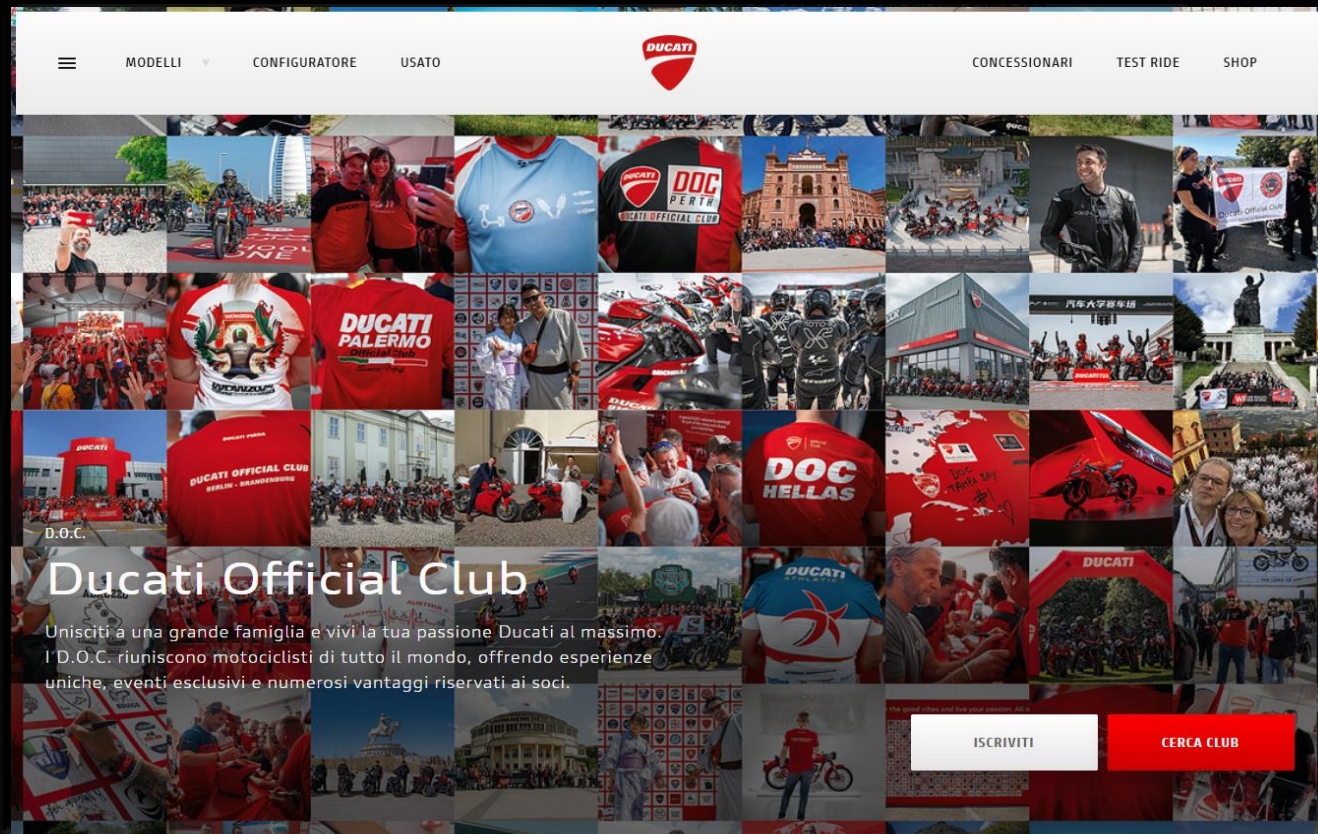
87%

Members who would recommend joining a D.O.C.

Why be a D.O.C. member?

Entering the D.O.C. world is the beginning of a great adventure.

It means living your passion for two wheels and for the Reds of Borgo Panigale, among many adventures and initiatives designed especially for you.



EXCLUSIVE BORGO PANIGALE EXPERIENCE
Access restricted areas of the Ducati factory



DINNERS IN HOSPITALITY
Access the pits with dinner Hospitality

D.O.C. ANNIVERSARY

25 Years Together

To celebrate this special milestone, Ducati has created a dedicated logo, symbolizing a quarter century of shared excitement and unforgettable adventures.

Ducati Official Club Book

The D.O.C. community is a global family united by a passion for Ducati. This volume celebrates their stories, unique experiences.



Social communication plan

Monthly social media post

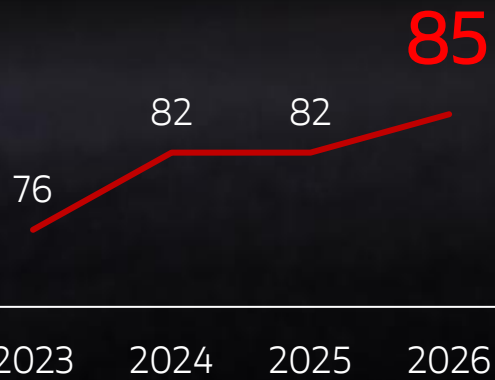
Ducati Official Club
Poland

KPIs



KPIs

NPS



How likely are you to recommend your
D.O.C. to a biker friend?
Yearly NPS survey to D.O.C. members
(May 2026)



D.O.C. Awards 2026

NPS



NPS

UN DOUBLE ANNIVERSAIRE
AU DOC BOURGOGNE 71



Club name

D.O.C. Bourgogne 71

President

Frédéric Billiato

Members

90

Location

Laives

Allez, bonjour à tous

Bonjour tout
le monde,

Manu a un message pour ceux qui hésitent encore.

C'est un événement qu'il faut
vivre ici

À LYON ?

AU DUCATI CLUB DE LYON

LES NOUVEAUX INSCRITS



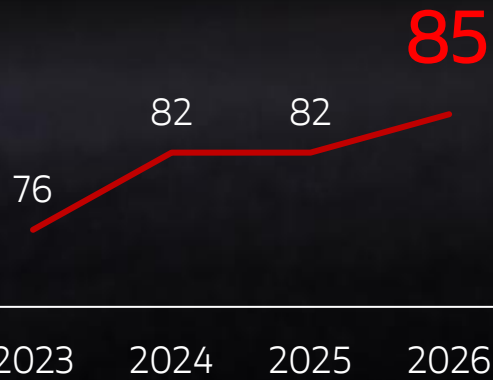
aujourd'hui aux Voiles de

Frédéric Billiato et Alberto Pastorelli ont remporté un duel officiel Ducati aux Voiles de Laives. Photo Stéphane Collet



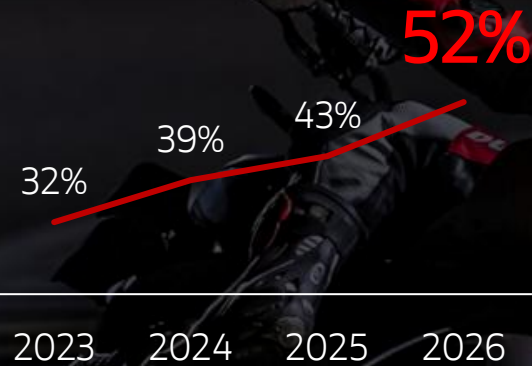
KPIs

NPS



How likely are you to recommend your D.O.C. to a biker friend?
Yearly NPS survey to D.O.C. members
(May 2026)

Size on potential



Ratio of # D.O.C. members and # of Ducati clients related to dealership area from last 5 years

D.O.C. Awards 2026

Size on potential



Size on potential



Club name

Phoenix D.O.C.

President

Roland Coy-Burt

Members

870

Location

Phoenix

We're going to wash off all the excess

SATURDAY, MAY 23

11:00AM - 1:00PM



REPARTO

DAINESE
PHOENIX



Gentleman's Ride



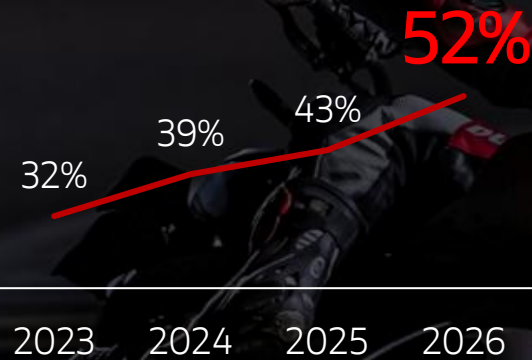
KPIs

NPS



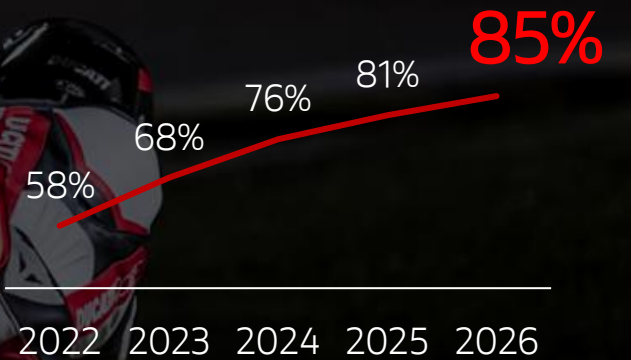
How likely are you to recommend your D.O.C. to a biker friend?
Yearly NPS survey to D.O.C. members
(May 2026)

Size on potential



Ratio of # D.O.C. members and # of Ducati clients related to dealership area from last 5 years

MyDucati App



% D.O.C. members who downloaded MyDucati App

D.O.C. Awards 2026

MyDucati App



MyDucati App



Club name

Ducati Club Portugal

President

Paulo Pereira

Members

270

Location

Mafra



A full-page background image showing two motorcyclists riding a blue and white motorcycle on a winding asphalt road through a mountainous landscape. The lead rider is wearing a red and black helmet and jacket, and the passenger is also in similar gear. The motorcycle has 'RACER' written on the side. The background features steep, rocky mountains under a cloudy sky, with green grass and some trees on the slopes. The text 'Memorable experience' is overlaid in large white font on the right side of the image.

Memorable
experience

We Ride As One



13.000 Ducatisti



15.000 Ducatisti



18.500 Ducatisti



19.500 Ducatisti



22.000 Ducatisti





3rd-5th July / Misano, Italy
wdw.ducati.com

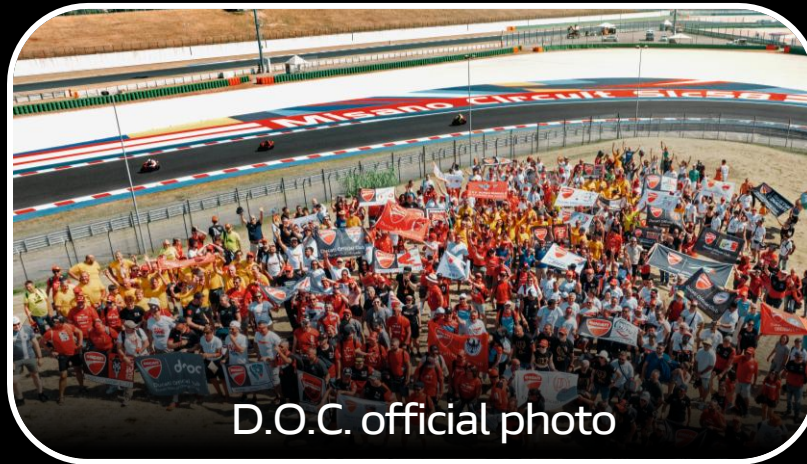
Special treatment
D.O.C.s @ WDW 2026



Special treatment @WDW



D.O.C. Village



D.O.C. official photo



Club representation
during the Saturday night show



D.O.C. Grandstand
at Curva del Carro



Umbrella people
for Race of Champions grid

2022
Central Italy



2023
Sardegna



World President Tour

2024
Franciacorta



2025
Sicilia



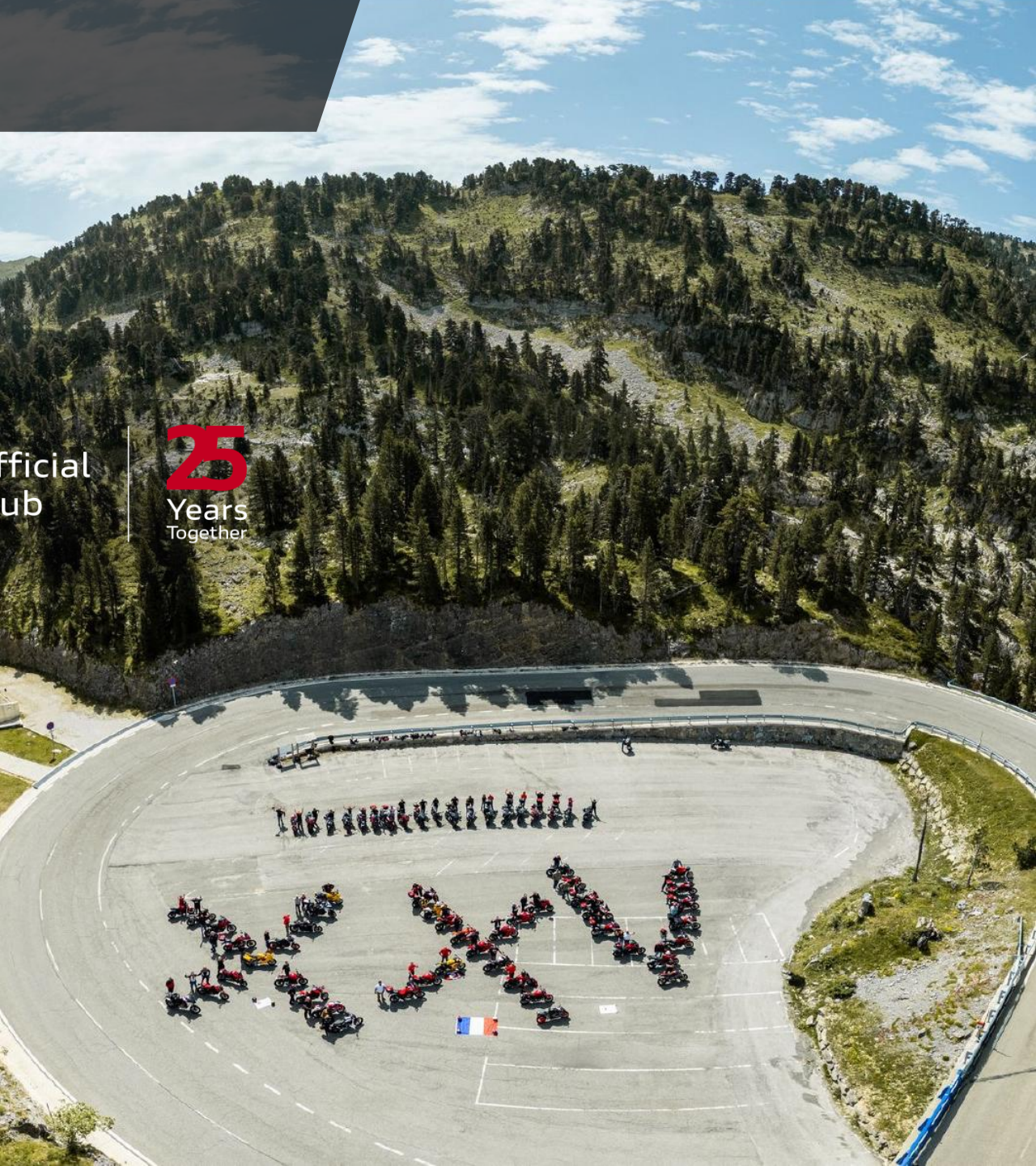




25th Anniversary

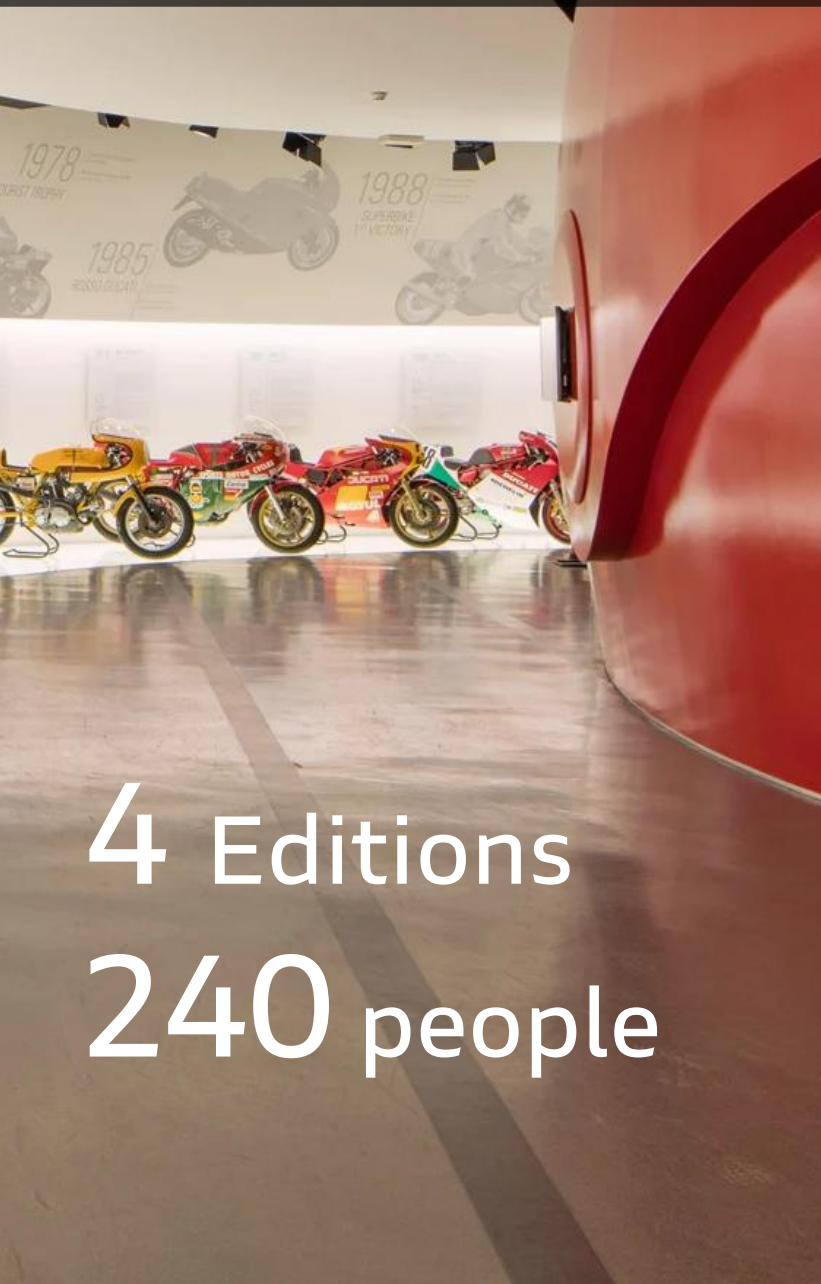


Official
Club



Exclusive BPE

4 Editions
240 people



Ducati Corse

Tribuna
Ducati

Moto GP & SBK
Hospitality
dinners



Special Events



Special Events





Special Events

+3K events

every year by D.O.C.s





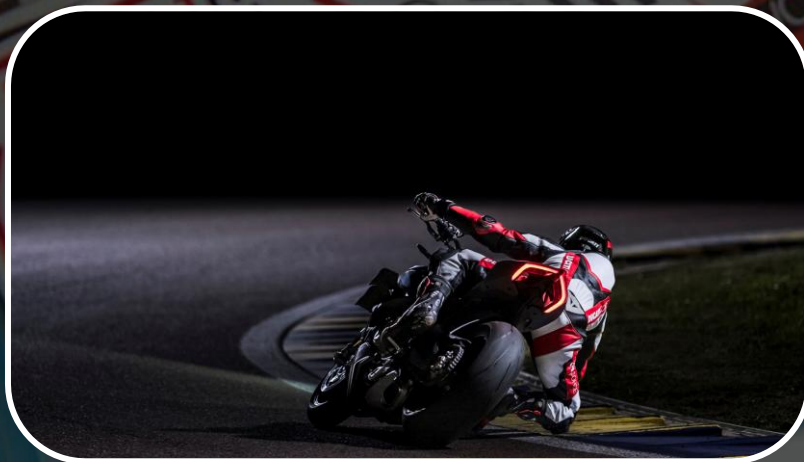
Identity



Process & Service Improvements



Communication



KPIs



Memorable Experiences



"The best way to predict your future is to create it"

Peter Drucker





THANK

Identity

Process & Service Improvements

Communication



YOU

KPIs

Memorable Experiences

