



Ducati Museum

Past and future, challenges and successes, vision and determination: the Ducati Museum is a journey through the legendary 90-year history of the Company, renowned across the world for its style, performance and the search for perfection.



Each product is a work of art.

A story told using language composed of shapes and colours, emphasised by delicate, ethereal staging. An intense adventure, in which every bike exhibited becomes a true work of art to be experienced.

The new Ducati Museum is characterised by its very modern concept, in which the colour white dominates so as to ensure that the product takes centre stage, with no distractions. Each bike exhibited is a work of art, a story told using a language composed of shapes and colours and emphasised by dedicated installations. In addition, the new Ducati Museum exudes the Ducati brand identity of *Style, Sophistication and Performance*. With its new look, the Ducati Museum is a journey through legendary Ducati history, to the heart of a company in which every product is conceived, designed and created to provide unique emotions.



The new Ducati Museum has an entire area dedicated to some of the most iconic road bikes that have contributed to making the company's history so great. And it is here that the story of the so-called "production bike" is recounted in its entirety, or rather, the conception and development of the project in very particular technological, economic and social contexts. This leads to the Museum's new narrative, developed according to three paths: the history of Ducati production bikes and the social and cultural context in which they are conceived; the racing history with exhibits including race bikes and winners' trophies, and finally the 'Ducati heroes', or rather the Ducati riders themselves.

The museum pathway begins with a nod to the company's origins, before moving on to the area dedicated to production bikes, with 19 bikes, some of which have never before been exhibited, subdivided into four rooms. In each room, the bikes are accompanied by the relative technical specifications, details of the individual components on show and an artistic installation that emphasises the product.

1926 – 1945 room

Radio Brevetti Ducati catches Marconi's wave

In the early 1900s there was great activity in the electro-technical field. At that time, Guglielmo Marconi was receiving worldwide praise for having invented radiotelegraphy. So Ducati embarked on its epic journey with the radio.

Adriano Cavaliere Ducati patented a short-wave transmitter, with which he could connect to the United States. On 4 July 1926, together with his brothers Bruno and Marcello, he founded the Società Scientifica Radio Brevetti Ducati. The company produced the small Manens condenser, assembled in a private residence with two workers and a secretary.

The success was staggering, and within ten years Ducati was providing thousands of people with work and had opened a large factory in Borgo Panigale. During the war, however, the factory became a target in the Allied bombings and was destroyed on 12 October 1944. From the rubble, the company was built back up as a motorcycle manufacturing firm, marking the start of a new era for Ducati.



1946-1960 room

ROOM 2

Ducati gets Italy back on the road

During the years of post-war reconstruction, Italy was reborn. The economic boom affected all industries, with unprecedented production expansion and technological development. An increase in employment and wages stimulated new consumer spending. The lifestyles and habits of Italians changed, and the need for mobility was one of the first to be met by the growing affluence.

In the immediate post-war period, micro-engines that could be attached to any bicycle were perfect for providing emergency mobility. The Ducati Cucciolo became a social phenomenon, reuniting a country that needed to get around.

With the onset of mass motorization in the 1950s, light motorcycles and scooters saw Italians flock to the factory. But the success of motorcycle street racing inspired a desire for speed, rather than just a cheap, reliable means of transportation.

Cucciolo

A small engine with which to start anew

The Cucciolo was the first motorcycle product assembled in Ducati. After the destruction of war, the electro-technical facility needed to restart its operations. So, in 1946 it started manufacturing a micro-engine, perfect for moving around after the war.

Aldo Farinelli, from Turin, came up with the idea of attaching this auxiliary 48 cc engine to bicycles, based on a design by Aldo Leoni. Practical, compact and cheap, the Cucciolo was a two-speed four-stroke engine. It could reach speeds of up to 50 km/h and travel 100 km on a litre of fuel. A success story that would soon cross borders.

Installation - The concept behind this installation is to represent the internationalisation of the Ducati Cucciolo and, by extension, the company itself from 1946 onwards. This led to the decision to exhibit a reproduction of the Cucciolo in New York with a print that aims to transmit the mood of a photo of the time.

Supporting this is an historic film that features a moving clip from *Bread, Love and Dreams*, a 1953 film by Comencini in which De Sica rides the Cucciolo.



Ducati 60

The first motorcycle

The Ducati 60 was the first complete motorcycle to be built inside the Borgo Panigale factory. The producer of auxiliary engines had transformed itself into a fully-fledged motorcycle manufacturing firm. This light motorcycle included all the traits of the two-wheeled vehicles of the time, in that it was economical, comfortable, and lightweight (45 kg). The engine was an elaboration of the Cucciolo: a sophisticated four-stroke capable of travelling 90 km on one litre of fuel. From the posters of the day, it is evident that there was a clear desire to promote it among women as well.

Installation – The birth of its first motorcycle saw the company invest in communication. It was the first product to be advertised and, as clearly shown in the posters, was aimed at female customers. The installation reproduces some of the advertisements of the time, with a printing technique that recalls the period in question.



Ducati 60



125 Sport

Speed within everyone's reach

The 125 Sport was one of the first Ducati street bikes designed by engineer Fabio Taglioni after his arrival at Ducati. The motorcycle included technical solutions derived directly from the Gran Sport "Marianna" racing bike. In particular, the engine had a bevel gear timing system, which made its winning debut at the Motogiro d'Italia.

Its success in the very popular long races of the day made the 100 and 125 Sport top sellers; it was no coincidence that it was referred to as "the miracle of the Motogiro".

Installation – The first road bike to take its inspiration from technical racing solutions, and therefore introduce into the public mind the dual-concept of speed and road bikes.

The installation suggests dynamism and rapid movement, visually recalling a recognisable and, at the same time, artistic codification thanks to the specific staging and materials.



125 Sport



175 T

Around the world on a Ducati

The 175 T is the main character in one of Ducati's most amazing endeavours. In 1957, Leopoldo Tartarini and Giorgio Monetti completed a 60,000 km voyage around the world, riding the new motorcycle. It was a journey that was conceived as an original form of promotion.

The adventure took the two riders across five continents and 36 countries over the course of an entire year, making Ducati extremely popular as a result. This confirmed the reliability of the 14 HP single camshaft bike, a descendant of the Marianna.

Installation - Around the world. The Ducati 175 T was the first bike to take part in, and complete, a round the world trip. The riders, Tartarini and Monetti, were two Ducati employees and the company chose to use this journey around the world as a way to launch the product. The installation recalls the route taken and includes both physical and evocative elements. A supporting video offers historical, documentary-type content, creatively produced so as to be in keeping with the mood of the museum.



Siluro 100

A record-breaking motorcycle

On 30 November 1956, the Ducati 100 Siluro set 46 world speed records on the oval track in Monza. Ridden by Santo Ciceri and Mario Carini, the motorcycle was based on a Gran Sport Marianna with a 98 cc engine.

Few mechanical changes were made to Taglioni's original project, while the aluminium alloy fairing took on greater significance, guaranteeing maximum aerodynamic efficiency. The records start at one kilometre and go up to 1000 km, with records also broken for the higher categories, up to 250 cc.

Installation – The installation commemorates the world records set by Siluro and offers a photo of the time, on material designed to transmit its historic, documentary-type nature.



Siluro 100



1961-1989 room

ROOM 3

From the American dream to the superbikes

The 1960s marked the beginning of a colourful era. Technological progress, with the space race and the development of computers; explosions of creativity with rock music, films from New Hollywood, and Pop Art. These were times characterised by new found freedom, transgression and the fight for ideals.

The mass production of cars took away from the motorcycle's social role as a means of transport. Following the lead of American bikers, the motorcycle became a form of expression for the young generation, a travelling companion for a life on the road.

From the 1970s, with the arrival of the superbike, the recreational aspect was even more pronounced, and the motorcycle became a real item of sports equipment, even more so with the success of the superbikes in the 1980s. Thus, in the public's collective imagination, the motorcycle assumed the role of a vehicle built for fun and freedom, an image that has remained ever since.

450 Scrambler

Rebel Icon

Ideal for off-road riding, it soon became a must-have for youngsters looking to take new paths. Scrambler was launched in 1962, when American importer Joe Berliner requested a dirt track motorcycle for customers in the US.

As of 1968, a wide handlebar and dirt track tyres were paired with a teardrop tank and innovative colours. The Scrambler phenomenon also exploded in Italy, becoming the most sought after motorcycle for the new generation, thanks to an agile chassis, a versatile engine and an unmistakable line.

Installation – The installation evokes the mood and icons of the time with a collage of representative images.



750 GT

The first superbike

The 1970s saw the arrival of superbikes on the two-wheel world market. To compete with Japanese manufacturers, engineer Fabio Taglioni designed a new L-twin cylinder engine with bevel gears, able to excel both on the road and on the racetrack.

Production of the 750 GT, the first twin cylinder Ducati road bike, began in 1971. Coarse and powerful, it would become the base for the SuperSport Desmo version in 1973, displayed at the Guggenheim as one of the most beautiful motorcycles of all time.

Installation – The installation underlines the importance of the «Ducati voice», transforming the sound wave produced by the noise of the engine into matter.

The sound wave is shown on the wall, starting with its abstract representation on the accompanying screen.





Trellis frame

Heart of steel

Together with the twin cylinder engine and desmo system, the trellis frame is one of Ducati's pillars. The first steel tube trellis frame appeared in 1979 on the 500 Pantah. The following year it was redesigned by Taglioni for the 600 TT2 racing bike, with its weight reduced to just 7 kg.

Installation – The installation suggests a parallel between the shape of the frame and a hypothetical constellation that, like the stars, guides Ducati design.





750 F1

Italian attitude

The technical renewal of Ducati, that began with the Pantah series, reached its apex in 1985 with the launch of the 750 F1. The model represents a pillar in the brand's history: the extreme super sport bike.

The 750 F1 made the most of the chassis used by the Ducati TT1 and TT2 competition bikes, becoming more compact, easier to handle, and fast, with an all Italian flavour, underlined by the green, white and red colours. This proved to be Fabio Taglioni's swan song, as he retired after completing the project.

Installation – The installation amplifies and underlines the Made in Italy concept with the stylisation of a flag and its simulated movement.

750 Paso

Red seduction

The Paso 750 was the first Ducati designed by Rimini native Massimo Tamburini, who gave it a dynamic and captivating line, relaunching the concept of touring bikes. The name is a tribute to Renzo Pasolini, the unforgotten rider who died during a race in Monza in 1973.

Produced almost entirely in red, it became a symbol of 1980s design and represented the brand's entry into the field of industrial design. As a result, red was introduced as the official colour, one which continues to identify today's Ducati sport bikes.

Installation – The attention to design and strong red of the first bike designed by Tamburini is reiterated with the reproduction of designs and studies made at the time.

Cagiva Elefant

Ducati thunders at the Dakar

From 1984, the Ducati-powered Elefant played a starring role in African raids such as the Paris-Dakar, the Rally Atlas in Morocco and the Pharaons Rally in Egypt.

Prepared by the competition division in Borgo Panigale, the Ducati L-twin cylinder had special pistons, a reinforced clutch and magnesium details. With 904 cc and 85 HP, it could exceed 200 km/h across the long desert trails of the toughest, most famous races in the world. Victory came at Dakar with Italian specialist Edi Orioli in 1990, he then repeated the feat in 1994.

Installation – The installation recalls the Cagiva's participation in the epic Paris-Dakar. The screen associated with the installation shows a documentary of the time.



1990-2002 room

ROOM 4

Iconic Italian-style motorcycles

The 1990s signalled the beginning of an era marked by the end of political ideologies and significant technological acceleration in the fields of computers and mobile phones. It was the age of internet and globalisation, but also of a post-consumerist society in which goods no longer simply satisfied needs but also defined the identity of those who bought them.

These emotional and symbolic aspects also emerged in the motorcycle world, to the detriment of mass production and uniformity. The motorcycle was becoming a premium product, full of passion, to be enjoyed during one's free time; it was a form of identification, a status symbol.

As a result, sophisticated technologies, style and design - the cornerstones of Made in Italy - became increasingly important. Art would meet the motorcycle, leading to the birth of such immortal icons as the Monster and the Ducati 916.



Monster 900

Strictly Naked

To take the motorcycle back to its fundamental essence. This was the intuition that inspired Argentinian designer Miguel Galluzzi to come up with the Monster 900. It wasn't the first motorcycle without fairings, but it was the first of the simple sport bikes, so simple in fact that the common term used to describe them was "naked".

The frame is that of the 851 Superbike, while the engine is the 904 cc Supersport Desmodue. With its bison-back tank, low handlebar, and large round headlight, the Monster soon became a cult object, thanks also to the multiple ways in which it could be customised.

Installation – The installation takes the form of a word cloud, inspired by the key words that represent the Monster and the world in which the bike belongs. Alongside it, a creative arrangement of the Monster tanks pays homage to one of the model's symbolic components and underlines one of the advantages of the product, personalisation.





916

Star genes

"The most beautiful motorcycle of the last 50 years" (MCN, 2014): few other models have received similar praise. The 916, a masterpiece by designer Massimo Tamburini, transformed the motorcycle into an authentic work of art. To be ridden of course but, above all, to be admired.

Its balance and compactness, elegant lines, and the sleek design of each component immediately conquered the heart of fans worldwide, making the 916 a true turning point in the history of race bikes.

Installation – With the 916, the founding values of the Ducati brand – style, sophistication and performance - were confirmed, communicated through the metaphor of DNA.

The screen corresponding to the bike shows a video that supports the installation and the concept.

851 Tricolore

Generational leap

Developed initially for competition, the 851 was the mother of all modern Ducati Superbikes. Conceived by Gianluigi Mengoli and Massimo Bordi, it took shape in 1986 with the 748 IE, a twin cylinder engine with four valves per cylinder, liquid-cooled and, for the first time, equipped with electronic injection.

Two years later, and increased to 851 cc, the Desmoquattro engine would open a new chapter in the history of the Borgo Panigale brand. The first Ducati twin to have a four-valve engine was born.

Installation – A reproduction of a technical drawing of the engine, symbolising the global revolution that Ducati generated with this product.

900 Superlight

In praise of lightness

Lightness in motorcycles is important because it guarantees handling and safety. The 900 Superlight was 20 years ahead of its time in terms of research into weight reduction, and was to provide the base for the 1199 Superleggera project.

The Superlight first appeared in 1992 as a limited edition of the 900 Supersport, one of Ducati's most fashionable models. It features numerous carbon fibre components and magnesium rims, materials that, at the time, were used exclusively in race bikes.

Installation – The bike brand created in glazed acrylic glass, a material that evokes lightness and transparency, reconfirming the concept of the bike.



2003 – today

ROOM 5

Motorcycles at the centre of the world

In today's increasingly connected world, things are changing quicker than ever. Mobile technology reflects a rapidly moving reality while communication via social networks reflects relationships that are in continuous transformation.

There is once again a desire to express one's identity and be part of a community. Even riding a motorcycle becomes an experience to be shared, a way of relating to one's group. From this stem many motorcycle gatherings, such as World Ducati Week, and we witness great success, with the Scrambler and its powerful expressiveness for example. Evolved electronics, safety and improved comfort and performance make the motorcycle a technologically advanced and interactive object. But the passion for a true, unique, adrenaline-filled experience lives on, like a red motorcycle with which to hurtle down the world's roads and racetracks.

Multistrada 1200

Four bikes in one

Sport, Touring, Urban, Enduro: quite literally four motorcycles in one. With the Multistrada 1200, the simple pressing of a button satisfies any motorcyclist's fantasy.

Multiplying the versatility of the 2003 Multistrada 1000, Ducati developed a model that gave new meaning to the concept of multi-bike. Sportier, more powerful, but without compromising when it comes to comfort and ease of use. A bike able to take on any type of route and road surface and any type of use.

Installation – The installation comprises a topographic map that underlines the four ways of using the Multistrada 1200: the sports bike, the touring bike, the city bike and the road-going enduro.

Desmosedici RR

The MotoGP gets indicators

Take a GP6, give it lights, add indicators and ride it out of the paddock: this was the courageous idea behind the Desmosedici RR. Derived directly from the Ducati Racing Team's Desmosedici, it was the first street bike to replicate a MotoGP model.

Its design and aerodynamics faithfully reflected the racing version. The same applied to the equipment, materials, construction philosophy and technical specifications of the powerful desmodromic 90° V4.

Installation – The stylised kerb expresses the product's derivation from the racing world.



1098

Designed for the stopwatch

The design and layout of the 1098 were the result of an association between racing technology, components derived from the racetrack, and Ducati tradition. The racing spirit thus took shape, and the 1098 immediately stood out for its bold and decisive look.

Characteristic Ducati elements such as the high tail guard, compact front end, double under-seat silencers and single-sided swing arm were combined in a project where every detail was studied and pared back to the essentials, increasing lightness and performance to maximum levels.

Installation – The installation plays with transparency and reproducing the lines of the bike with a print, on transparent acrylic glass, of a sketch made by the bike's designer.

1199 Superleggera

The lightness of being

With the Superleggera 1199, Ducati set new benchmarks in the world of production motorcycles. Lighter and more durable materials such as magnesium, carbon fibre, titanium, lithium and aluminium were used, usually reserved for racing bikes, as was the most sophisticated technology available.

In doing so, Ducati reached a whole new level, with the bike boasting more than 200 HP of power and a record dry weight of just 155 kg.

A superbike that offers the maximum in terms of sophistication, performance and riding enjoyment.

Installation – The installation highlights the concept of the bike with an example of knolling photography and the exhibiting of some of those components known for their lightness.



Scrambler Area

The Scrambler brand has its own special exhibition area. Intentionally separate from, but at the same time connected to the museum, the installation and staging is inspired by the world and characteristic language of the Scrambler.

Scrambler Icon

New free spirit

A contemporary reinterpretation of the values of a timeless icon. Scrambler returns with its nonconformity, accessibility and joie de vivre, and is reborn as a new Ducati brand.

The entire Scrambler family represents an approach to motorcycling that does not only consider performance and technology, but exalts freedom of expression and enjoyment. It is the perfect blend of tradition and modernity, a step towards the purest essence of motorcycling.





Ducati Moments



1949 – CUCCILO RACING

Ducati's earliest sporting successes were thanks to the Cucciolo, competing in micro - engine races on Italian tracks. Mario Recchia claimed the first recorded victory on 15th February 1947 at the Viareggio Grand Prix. In 1950, on the Monza track, Ugo Tamarozzi and Glauco Zitelli broke several 50 cc class world speed records with their Cucciolo.

1956 – GRAN SPORT 125 MARIANNA FRANCO FARNÉ

The Marianna, the first bike designed by engineer Fabio Taglioni in Ducati, made its debut in endurance road races in 1955. Gianni Degli Antoni from Modena won the Motogiro d'Italia with his Gran Sport in the 100 cc engine version. In 1956, aboard his enhanced 125 cc, Giuliano Maoggi took overall first place in the Motogiro. In these years the Marianna also dominated in the famous Milano-Taranto race.



1958 - 175 F3 FRANCESCO VILLA

The Ducati 175 F3 is considered a predecessor to modern-day Superbikes, a bike born to race amongst production-derived bikes. Developed on the base of the road 175 Sport, the bike won its first race at the Nations Grand Prix in 1957 at Monza. It was ridden by Francesco Villa, a former mechanic in the racing department. The 175 F3 would triumph once again in Monza in both 1959 and 1960.

1959 - 125 GP DESMO BRUNNO SPAGGIARI

The 125 GP, designed by Fabio Taglioni, was the first Ducati bike to be equipped with the Desmodromic timing system. It made its debut in 1956, with Gianni Degli Antoni's win in the Swedish Grand Prix in Hedemora. The following year, Ducati came close to the world title after Alberto Gandossi won in Belgium and Sweden, and Bruno Spaggiari in Italy. In 1959, Ducati dominated the Ulster Grand Prix thanks to a young Mike Hailwood who took third place in the 125 cc World Championship.

1960 - 250 GP DESMO MIKE HAILWOOD

The 250 cc Desmo Twin cylinder bike was one of the first racing bikes developed by Fabio Taglioni after Ducati officially stepped down from racing. It was made especially for Mike Hailwood who had enjoyed his first wins the previous year with the 125 cc GP. Hailwood won several races with the new bike in the English championship, earning him the legendary "Mike the Bike" nickname. He was one of the greatest champions of all time and would end his career in 1979, riding a Ducati.

1971 - 500 GP BICILINDRICA BRUNO SPAGGIARI

Only in the '70s did Ducati make its official racing comeback after a decade of competing with private racing teams. In order to compete with the best, Taglioni developed the 500 cc Grand Prix, the first Ducati racing bike with a 90 degree "L" type twin cylinder engine. The bike was ridden by Phil Read in the 500 cc class World Championship and became the base for the first Ducati road twin cylinder bike, the 750 GT.

1972 - 750 IMOLA DESMO PAUL SMART

1972 saw the first edition of the 200 Miglia, the successful American formula for production-derived bikes, take place at Imola. It was the perfect occasion for Ducati to really show what it was made of. With the 750 GT as a base, Fabio Taglioni mounted a twin cylinder "L" type engine on a race bike equipped with the desmodromic system. The 750 Imola Desmo beat the competition hands down, scoring both first and second place, with Paul Smart and Bruno Spaggiari, in front of 75 thousand spectators.



1975 - 750 SS DESMO FRANCO UNCINI

The reach of the 1972 victory at the 200 Miglia in Imola encouraged Ducati to create a road version of the 750 desmodromic bike. In 1973 the 750 Super Sport Desmo was thus introduced, starring in Italian national championships for production-derived bikes. In 1975, Franco Uncini won the 750 cc class Italian title, and in 1977, Cook Neilson triumphed at the Daytona 200 with his legendary 750 SS.

1978 - 900 SS IOM TT MIKE HAILWOOD

In 1978, on the Isle of Man, Ducati made history in the world of motorcycling. The race in question was the Tourist Trophy, the only World Formula TT title for production-derived bikes. The man to achieve this feat was Mike Hailwood, making a spectacular comeback after ten years of inactivity. He chose Ducati for his comeback, the bike with which he had started his career. Aboard the 900 Super Sport prepared by the NCR team, the British champion dominated the scene at 38 years old, beating all the odds.

1981 - 600 TT2 WALTER CUSSIGH

The 600 TT2 was the first race bike created by the Ducati team to be mounted with the 600 cc Pantah engine with timing belt. Another new feature was the trellis frame, originally developed for the 1979 500 cc production Pantah. From 1981 to 1984, the 600 TT2 would win four consecutive world titles with Englishman Tony Rutter, and two Italian championships with Walter Cussigh and Massimo Broccoli.

1986 - 750 F1 MARCO LUCCHINELLI

The 750 F1, an evolution of the 600 TT2, was the last bike that Fabio Taglioni would design. This was the bike that would relaunch Ducati in the racing world. With the new twin cylinder, Virginio Ferrari won the European F1 title in 1985. The next year, he dominated in the 24 Horas de Montjuic and, with Marco Lucchinelli, in the Daytona Battle of the Twins, the famous American twin cylinder race.

1990 - 851 F90 RAYMOND ROCHE

The 851 was the Ducati that launched the new water-cooled 4-valve twin cylinder engine designed by Gianluigi Mengoli and Massimo Bordi. Making its debut in the 1988 World Superbike Championship, it proved to be an immediate winner with Marco Lucchinelli at Donington. Confirmation came in 1990, when Frenchman Raymond Roche achieved a first Riders' Title.



1991 - 888 F91 DOUG POLEN

The new version of the 851, increased to 888 cc, dominated the 1991 championship, winning 23 out of 26 races. It proved to be American Doug Polen's year, and with 17 race wins he was crowned world champion, also helping Ducati to win the World Manufacturers' title. This was just the first in a long series of victories, which would see the Ducati team reach the pinnacle of motorcycle racing.

1992 - 888 F92 GIANCARLO FALAPPA

1992 saw Ducati consolidate its position in the World Superbike Championship. The team, run by Franco Uncini who was assisted by Franco Farnè, chief mechanic since Taglioni had left, won the World title once again. Doug Polen took the title, this time with an updated 888. Italian rider Giancarlo Falappa, known by the Ducati fans as "The Lion from Jesi" also made an impression that year, scoring four race wins.

SUPERMONO MAURO LUCCHIARI

This elegant and refined four-stroke single cylinder was the fruit of designer Claudio Domenicali's brilliance, which gave shape to an original design by Pierre Terblanche. Created exclusively for the track, only 67 examples of the Supermono were ever produced. The great concentration of technological and aerodynamic elements meant that the bike was among the most competitive in its category, winning numerous trophies as a result. In 1993, Mauro Lucchiari scored the European Supermono title while Ducati won the manufacturers' title.

1994 - 916 F94 CARL FOGARTY

Massimo Tamburini was the genius behind the 916. A bike with a revolutionary design, equipped with innovative technical aspects that made it the most successful Ducati bike of all time. It made its debut in Superbike in 1994 with an English rider, Carl Fogarty, who would tie his name to the Bologna based manufacturer. Foggy won his first of four titles, repeating the feat in 1995, 1998 and 1999 to become "The King", the most successful rider in the history of SBK.

1996 - 916 F96 TROY CORSER

The 916 was such a technological marvel that it could win regardless of its rider. In 1996, when the reigning SBK champion Carl Fogarty left Ducati, the latter had already lined up a worthy substitute in the shape of Troy Corser. The Australian won the Riders' title and, together with John Kocinski, added another Manufacturers' title to the wall of fame. This marked the start of an era of talented Australian riders who would make history for Ducati.



2001 - 996 F01 TROY BAYLISS

2001 was the last SBK season for the 996 R, part of the family that began with the 916, equipped with the new Testastretta, smaller in size than the illustrious Desmoquattro. Two years after scoring its previous title, Ducati took the Riders' title once more, this time thanks to the natural talents of another Australian, Troy Bayliss. A rookie who had scored two wins during the previous season, Bayliss snatched his first of three World Superbike titles.

2003 - 999 F03 NEIL HODGSON

The 999 had the hard task of substituting the 916/996 after a decade of triumphs. The success of the new project was clear from the very first race, with Ducati occupying the whole podium. The season concluded with incredible victories and Neil Hodgson adding yet another title to the Ducati prize list. In 2004, it was James Toseland who would win the championship, followed by Troy Bayliss in 2006, making the 999 the second most successful Ducati after the 916.

2003 – DESMOSEDICI GP03 LORIS CAPIROSSI

In 2003, Ducati debuted in the World Championship's reigning class. The Desmosedici, the first four-cylinder race bike to be designed by Filippo Preziosi, soon proved to be highly competitive. Loris Capirossi reached the podium in the first race at Suzuka and dominated the Catalunya Grand Prix. Troy Bayliss was named rookie of the year. The season ended with a surprising second place finish in the World Manufacturers' Championship.

2007 – DESMOSEDICI GP07 CASEY STONER

The reduction in MotoGP engine capacity, from 1000 to 800 cc, led Ducati to redesign the Desmosedici. The team entrusted this bike to a young rider called Casey Stoner. The combination of a new bike and new Australian talent proves perfect. Stoner won ten Grand Prix, the victory topped off by Capirossi's win in Japan. Just four years since its MotoGP debut, Ducati won both the Riders' and Manufacturers' World Championships.

2008 - 1098 F08 TROY BAYLISS

2008 saw the 1098 make its Superbike debut. It was also Troy Bayliss' last season, but he would leave Ducati and its fans with one last gift, his third world title at the age of 39. The Australian, with 52 victories under his belt, is the second most successful SBK rider of all time and won three Riders' titles with three different Ducati bikes.



2010 – DESMOSEDICI GP10 CASEY STONER

The Desmosedici GP10 featured a structure with a load-bearing engine and carbon fibre monocoque frame. The carbon frame and swingarm meant that the bike stood out against its rivals. From mid-season, the bike took to the track with a new aerodynamic look in the form of innovative lateral appendages, which were to return in 2015. With the new bike, Casey Stoner won three Grand Prix and achieved six podiums. His experience at Ducati concluded with a fourth place finish in the general standings and a record 23 race wins over four years.

2011 - 1198 F11 CARLOS CHECA

The 1198 was the evolution of the 1098 and it was Carlos Checa who would represent the Ducati team and dominate the 2011 World Superbike Championship. During a period dominated by Anglo-Saxon riders, Checa was the first Spaniard to write his name in the Superbike World Championship history books. His 15 wins scored over the season saw Ducati surpass the milestone of 300 SBK victories.