



**FIERA MILANO**

## **A DESMOSEDICI RR AT THE L'AQUILA G8 THE BIKE WILL BE AUCTIONED AT EICMA**

*DUCATI DESMOSEDICI RR: ITALIAN EXCELLENCE AT THE G8*

*Borgo Panigale, 8 July 2009* – an example of “made in Italy” excellence will be showcased with pride at the G8 summit to be held in L’Aquila. The Ducati Desmosedici RR, a true icon of Italian technology and design, has been prepared with a special livery by Ducati and the Fiera Milano, a unique, one-off design.

The graphics, suggested by the Italian Prime Minister Silvio Berlusconi, incorporate the G8 logo, emphasizing the choice to hold the upcoming summit, from 8 to 10 July, in L’Aquila, the city at the heart of the earthquake that hit the Abruzzo region on 6<sup>th</sup> April this year.

Ducati and the Fiera Milano accepted the invitation to design and create a special version of the most prestigious bike that Ducati has ever produced, the Desmosedici RR – a limited, numbered production run of only 1500 machines that sold out before the bikes were built.

A more emblematic and prestigious bike could not have been selected. The Desmosedici RR is a jewel in the crown of Italy’s motorcycle industry, and allows Ducati to compete and win on racetracks all over the world. A bike derived from the MotoGP machine, it is the first real production bike to benefit from the technology and innovation gained by Ducati during its experience racing in the world MotoGP championship, a championship in which the Bologna-based manufacturer took the title with Casey Stoner in 2007.

The bike will be exhibited at L’Aquila, inside the building reserved for the representatives of the eight countries that will participate in the summit, as a testimonial of Italian ingenuity and technology. Once the summit concludes, the “Desmosedici RR – G8” will be handed over to the Fiera Milano and auctioned during the 2009 edition of the international EICMA motorcycle trade show, to take place from 10 to 15 November, with proceeds going towards the reconstruction of the Abruzzo region.

*“We feel a very strong sense of belonging to the Italian community”, declared **Gabriele Del Torchio**, President of Ducati, “and it makes us very proud to be able to show what we do to the Heads of State and Government that will participate in the G8. At the same time we also want to contribute to the reconstruction of Abruzzo. Ducati and its employees have already shown solidarity in light of the Abruzzo tragedy. This important initiative, carried out with the Fiera Milano, allows us to help in a concrete way. One can count on our prestigious product, and on the strength and notoriety that a brand like Ducati possesses; Ducati is an ambassador of “made in Italy” the world over.”*

*The General Manager of the Fiera Milano S.p.A., **Enrico Pazzali**, commented, “we have collaborated with Ducati, to bring the Ducati Desmosedici RR to the world stage of the G8 summit, for two reasons. First and foremost out of solidarity for our fellow citizens affected by the terrible earthquake of the 6 April. The beautiful Desmosedici RR-G8 will be auctioned during the Eicma*



*motorcycle show, to take place at Rho-Milano between the 10 and 15 November, and the money raised will go towards the reconstruction of the Abruzzo region. Our second motivation is also linked to Eicma 2009: to bring a shining example of Italian industrial excellence to the attention of opinion makers and consumers alike. A level of excellence that our company, Fiera Milano, also strives to adhere to.”*

*For Information:*

*Fiera Milano SpA Press Office  
Sergio Pravettoni phone +39 024997/7428-7582 [sergio.pravettoni@fieramilano.it](mailto:sergio.pravettoni@fieramilano.it)*

*Ducati Motor Holding Press Office  
Bruno Mastroianni phone +39 051/6413468 [bruno.mastroianni@ducati.com](mailto:bruno.mastroianni@ducati.com)*