



Ducati World's engines turn on April 18th

*Opening for the Mirabilandia area reserved for the "Rosse di Borgo Panigale"
Just a few more weeks until Desmo Race and Scrambler Run attractions' launch*

Ravenna, April 16th 2019 – The Ducati World engines are revving up, the brand new area of Mirabilandia dedicated to the "Rosse di Borgo Panigale". From April 18th visitors will be catapulted into the roaring world of two wheelers: 35,000 square metres completely transformed, with an investment of over 25 million euros, to be home to the world's first thematic area inspired by a motorcycle brand and set in an amusement park.

Guests will have fun with the **Diavel Ring**, giving free rein to drifts and screeching rubber, as if it were a *drift* race: an attraction for children who want to challenge themselves shifting gears and applying the brakes to tame their own Diavel.

For younger children there is also the **Kiddy Monster**: attraction inspired by one of the most iconic Ducati models, allowing young riders to get on a motorcycle and touch the sky, experiencing the sensation of feeling the wind on their face and letting themselves get carried away.

To experience the emotion of riding a 221HP motorcycle and feel the adrenaline of gripping the handlebars of a real Panigale V4R, a ride on the **Motion Sphere** is a must: the two latest generation simulators for a professional three-dimensional experience like real racing drivers. Extremely sophisticated devices, highly innovative technology and mechanics for a totally immersive experience that is more than a dream and almost reality, thanks to the surround sound effects and the presence of a *wind tunnel* that can simulate the realistic feeling of wind. The manufacturer of these simulators is the global company Motion Sphere, which has been operating in the U.S., Brazilian and European markets since 2014. The breathtaking realism of the video images used, on the other hand, was developed by the Milestone company in Milan, one of the most famous and successful publishers in the world of racing, which used aerial photography and drone-scanning to faithfully reproduce environments and details of the tracks for a truly unforgettable game experience.

Two Monster 1200 R bikes, two Diavel Carbon bikes and two 1299 Panigale R Final Editions are the racing bikes on which visitors can experience the thrill of sports driving, with a race on the other **six simulators** made by the French company E6lab.

You do not have to wait much longer before you can try **Desmo Race** and **Scrambler Run**. The first interactive duelling coaster with a twin track is a unique prototype, which is in the software optimisation phase before our guests can start going around at full throttle. Opening soon is also the Scrambler Run, the attraction that recalls the mythical Ducati Scrambler, a name synonymous with 1960s and 1970s' freedom.



The front fairing of the Panigale V4 is the evocative entrance of **Experience Building**, a building that houses the simulators and where all fans can visit the permanent exhibition of the most famous models of the motorcycle company, to admire every single detail.

To round things off there is **an official store, Ducati World Shop**, with personalised gadgets and merchandising so that you can continue the Ducati experience also at home. To fill up between one attraction and another, **3 food outlets** to satisfy all tastes: **Paddock Cafè, Pit Stop** and **Scrambler BBQ**. This latter is a variation of the Scrambler Ducati Food Factory format in Bologna, which expresses the same positive values of Ducati through food to be experienced in various situations.

To find out more about Ducati World visit: ducatiworld.mirabilandia.it/en

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Founded in 1926, since 1946 Ducati has been producing sports motorcycles with Desmodromic valve engines, an innovative design and cutting-edge technology. Ducati celebrated its 90th anniversary in 2016 and is based in the Borgo Panigale district of Bologna. The Ducati range of motorcycles includes the Diavel, XDiavel, Hypermotard, Monster, Multistrada, SuperSport and Panigale lines for different market segments. In 2015 Ducati presented Scrambler®, a new brand that includes motorcycles, accessories and clothing and which stands out with its creativity and free expression. Ducati distributes its products in 90 countries worldwide and also offers a wide range of accessories and technical and lifestyle clothing. In 2018 Ducati delivered 53,004 motorcycles, consolidating its sales above 50,000 units for the fourth consecutive year. Ducati is officially part of the World Superbike Championship and in the MotoGP World Championship. In the Superbike Championship, it has won 17 Manufacturer's Titles and 14 Rider Titles. In MotoGP, where it has participated since 2003, Ducati was World Champion in the 2007 season, being awarded the Manufacturer's Title and the Riders Title.

Mirabilandia

850,000 square metres, 48 attractions, 5 thematic areas, 15 shows, 25 food and beverage outlets, 20 shops and photo points. These statistics show that Mirabilandia is the largest amusement park in Italy. Since its opening in 1992 up to today, it has continuously updated its offer with new attractions, always unique and different, to involve families with children, but also young and reckless adults. Cutting-edge technologies make the park part of the Guinness World Records: Divertical is the highest water coaster in the world, Katun is the longest inverted coaster in Europe, iSpeed is the tallest and fastest launch coaster in Italy and Eurowheel, with its 90 metres, is the second tallest ferris wheel on the continent. Dinoland was inaugurated in 2014, the largest area dedicated to the world of dinosaurs in an amusement park. The world of cowboys arrived in 2016 with Far West Valley, completely in old west style and suitable for the whole family. The Park's programme of shows is also very popular and well attended. It offers, among other shows, "Challenge at Hot Wheels City", the most acclaimed stunt show in Europe with the tallest mobile loop, 18 metres high, never before performed in an amusement park. Mirabeach opened right next door to Mirabilandia in 2003, a Caribbean-style water park with white sand and a crystalline lagoon that combines relaxation and fun. The area was expanded with an additional 20,000 square metres in 2018 to accommodate 6 new slides, a new VIP area and a 2,000 square metre wave pool. The most important news of 2019 is Ducati World, 35,000 square metres completely transformed to be home to the world's first thematic area inspired by a motorcycle brand and situated in an amusement park. The exclusive double-track interactive roller coaster that simulates riding a Panigale V4 motorcycle has been hotly anticipated, where everyone will feel like a real motorcycle rider.

For further information:

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