

ELICA AND DUCATI CORSE WILL RACE TOGETHER: THE 2024 MOTOGP CHAMPIONSHIP SPONSORSHIP HAS BEEN SIGNED

Elica company enters the global motorsport arena with the reigning MotoGP world champions.

Fabriano, 29 January 2024- Elica, global leader in kitchen extraction systems, announces to have signed a partnership with the Ducati racing team, for the MotoGP 2024 world championship.

The agreement with the motorcycle manufacturing company based in Borgo Panigale, **one of the symbols of 'Italian excellence' worldwide and holder of the last two MotoGP world titles**, with bikers Francesco Bagnaia and Enea Bastianini, was announced during "Campioni in Pista", the official presentation of the Ducati MotoGP Lenovo Team, which was held in Madonna di Campiglio in celebration of the partnership between the two undisputable icons, who share similar roots and paths.

Francesco Casoli, Chairman of the Elica Group, said: *"Elica shares the same values and a common corporate history with Ducati: two companies from central Italy that have been able to transform over the years and expand globally, while always remaining true to their Italian origins. Ingenuity, innovation, design and the ability to successfully challenge the ordinary, are the cornerstones of both Elica and Ducati's efforts to stand out internationally".*

Luigi Dall'Igna, General Manager of Ducati Corse, added: *"There is great excitement for the start of the new 2024 MotoGP championship. Our desire to put ourselves to the test again after an exceptional year is really great, even more so because Elica, an iconic and historic Italian brand, will be on our motorbikes and at our side this year. Italian spirit, engineering excellence, design and attention to details are the values that Ducati and Elica share. Starting a new collaboration with a partner that is a benchmark in its sector, means having a common vision in the pursuit of top results. We are therefore really proud to bring the Elica logo on our Ducati Desmosedici GP to circuits all over the world. Everything is ready to restart our engines on 10 March in Qatar and go back to cheering together with all Ducatisti #ForzaDucati members!"*

In this upcoming season, the Elica brand will be placed on the fairing of the Ducati Desmosedici GP, on the riders' overalls and on the team uniforms, thus reaching an increasingly growing public: the MotoGP championship was broadcast on TV in more than 200 countries in 2023, exceeding 2.8 million spectators at the circuits and 12 billion 'impressions' globally.

"This partnership represents Elica's debut in the world of motorsport. It is an investment that will allow us to further boost our visibility in markets worldwide, as well as to quickly and distinctively reach customers, consumers and partners who appreciate the value of 'Made in Italy' products and the perfect balance between design and performance: key factors that a great brand like Ducati is able to convey globally" **Giulio Cocci, CEO of the Elica Group, commented.**

Present in the market for over 50 years, Elica owes its growth to its ability to transform its approach to kitchen extraction, by combining **aesthetic research, technology, performance and energy efficiency**, in addition to being a European leader in the production of electric motors for household appliances and heating boilers: just another sector where Elica has continued to invest and strengthen its presence in recent years.

Elica will make its official debut alongside Ducati Corse at the **Qatar Grand Prix**, which will be held from 8 to 10 March 2024.

ELICA

Elica, present in the market for over 50 years, is the global leader in the kitchen extraction systems market, thanks to the production of kitchen hoods and extractor hobs. It is also a leading European manufacturer of electric motors for household appliances and boilers. Chaired by Francesco Casoli and led by Giulio Cocci, with about 3,000 employees, Elica holds an industrial platform consisting in seven factories based in Italy, Poland, Mexico and China. Great attention to design, refined materials and state-of-the-art technologies, guaranteeing maximum efficiency and reduced energy consumption, are the reasons why Elica Group stands out in the reference market. Thanks to these key factors, Elica has also been able to revolutionize the traditional image of the kitchen hood: not just simple accessories, but unique design objects capable of improving the quality of life.

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Ducati Motor Holding S.p.A. - A Sole Shareholder Company - A Company subject to the Management and Coordination activities of AUDI AG

Powerful engines, distinctive design, innovative technologies and a lot of passion: this is the credo according to which Ducati, founded in 1926, still works today in the development and manufacturing of its world-famous motorcycles. In its factory in Borgo Panigale (Bologna, Italy), Ducati crafts the dream of every Ducatista giving life to motorcycles that are the purest expression of refined engineering with a constant attention to the highest standards of quality.

The Italian motorcycle manufacturer has racing in its DNA and competes with official teams in the MotoGP and WorldSBK Championships, where it tackles every race determined to continuously improve its performance and share the emotions of the sport with its community. 2023 marked an unprecedented year for Ducati which, for the second year in a row, became World Champion in both championships, also winning the WorldSSP title.

Until 2026, the Italian motorbike manufacturer is also the sole official supplier of motorbikes for the FIM Enel MotoE™ World Cup, the electric class of the MotoGP World Championship, which sees as many as 18 high-performance electric motorbikes developed and produced by the Borgo Panigale-based company on the track. In addition, the 2024 season will see the opening of a new, historic chapter for Ducati, which officially enters the world of off-road by debuting in the Italian Motocross Championship.

Moved by passion and fueled by racing spirit, Ducati proudly brings 'Made in Italy' to more than 90 countries worldwide.

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