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Successful start for Generali and Ducati

THE LION AND BORGIO PANIGALE'S RED DUCATI ROAR TOGETHER AT MUGELLO

The beginning of the partnership between Generali and Ducati is marked by momentous success. On Sunday, May 31 the rain-wet asphalt did not prevent Casey Stoner's Desmosedici GP9 to step triumphantly onto the podium of the Mugello Circuit and beat Yamaha's Spanish Jorge Lorenzo and Valentino Rossi.

Thanks to a three-year agreement between the two companies announced on May 28, the Lion logo will appear on the motorbikes and the overalls of world champions Casey Stoner and Nicky Hayden as official sponsor.

According to Generali CEO Giovanni Perissinotto, the MotoGP is an ideal context which perfectly matches with the international scope of the Generali Group. This agreement brings together two major Italian companies which, over the years, have been demonstrating a strong capacity for innovation that made them successful international players.

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The press campaign

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Hoping that this will be just the beginning of a long and fruitful cooperation Gabriele Del Torchio - Ducati Motor Holding CEO – has expressed pride and happiness for this important partnership with Generali, which confirms the great value which can be brought worldwide by the cooperation between two outstanding Italian brands that will actively promote the “Made in Italy” all over the world. Over this year’s season Generali will also be present at a number of MotoGP circuits and will be the title sponsor of the Generali Grand Prix in Valencia on November 8.

A new advertising campaign for the Lion riding Casey Stoner’s and Nicky Hayden’s Ducatis

The new press campaign by Euro RSCG Milano to celebrate the partnership between Assicurazioni Generali and Ducati was launched on air on May, 30-31 on the occasion of Mugello’s Italian Grand Prix. This partnership is represented by the symbolic scratch of a lion’s claw on an asphalt road, coupled with the claim “today engines are not alone to roar on Ducatis”. The asphalt road is that of the MotoGP circuit; the claw is on the starting grid.

The campaign has been launched through the press in the main national newspapers (Corriere della Sera, La Repubblica) and sports dailies (La Gazzetta dello Sport, Corriere dello Sport Stadio and Tuttosport).

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