



Press Release
London, January 27th, 2015

Ducati and Aruba together in the Superbike World Championship

Ducati and Aruba confirm the signing of a three-year agreement marking a key step in their joint participation in the 2015 Superbike World Championship with the “[Aruba.it](#) Racing – Ducati Superbike Team”. It’s a partnership agreement, which makes Aruba directly involved in the management of the official Ducati team as well as in the role of title sponsor.

Aruba S.p.A is Italy’s leading web hosting services company and has strengthened its activities in Europe with Aruba Cloud, a cloud IaaS Offer based on a network of Data Centres in France, Germany, the UK and the Czech Republic. The group has decided to take on this new challenge in collaboration with Ducati as it shares a significant number of values with the Bologna-based manufacturer, ranging from the technological avant-garde in their respective sectors, to the ability to offer the excellence of “Made in Italy”, operating with passion and competence to guarantee the satisfaction of their users and clients across the world. Those values eventually led to the birth of this prestigious partnership.

Stefano Cecconi, CEO of Aruba S.p.A, commented: *“We are very proud of this partnership in which we have great faith, and that will allow us to manage, together with Ducati, an official team with two very competitive riders. We will take on this new challenge with the same commitment and passion that we show our clients each day. This is why we have chosen our Data Centre IT1 in Arezzo, the symbol and heart of technological development for our group, as the setting for the official presentation of the team.”*

Claudio Domenicali, CEO of Ducati Motor Holding S.p.A, stated: *« It’s with great pleasure that we can announce this important agreement with Aruba that guarantees a solid work platform for Ducati in the Superbike World Championship over the next three years. While fully respecting our philosophy of using racing to test and continuously improve the product that we offer to our fans, the new “[Aruba.it](#) Racing – Ducati Superbike Team” will be able to count on a profoundly evolved version of the Panigale in 2015, which will also be available to our fans and be even more powerful, lightweight and electronically cutting-edge. »*

The new team will be officially presented to the press on February 2nd, with a dedicated event in Arezzo. Follow the presentation in live streaming www.arubaracing.it.

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