

MEDIA RELATIONS

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MOTOGP: RENEWED PARTNERSHIP BETWEEN DUCATI AND ENEL

The two companies have extended the partnership agreement, which began last year, until 2010.

Rome, January 14, 2009 – Ducati and Enel are still together: the partnership agreement they signed last year is to be extended until 2010. Italy's largest electricity company, the second-largest stock-listed utility company in Europe in terms of installed capacity, has decided to link its brand and image to the triumphant power of Ducati motorbikes.

Under the agreement, Enel's corporate identity will be emblazoned on the Desmosedici GP bikes, overalls and helmets of the official Ducati MotoGP Team riders.

The partnership between Enel and Ducati is helping to support two ambassadors for Italian excellence whose innovation, productivity, expertise, integrity and respect for the rules allow them to express their winning power in sport and in business: Ducati is a model company with a worldwide reputation, while Enel, a multinational with a presence in 22 countries, has made overseas expansion its trump card, becoming a European leader in the process.

The collaboration between Enel and Ducati goes beyond racing: Enel is the official energy provider for the motorbike manufacturer based in Borgo Panigale.

The partnership with Ducati is part of a series of sporting initiatives supported by Enel. Already involved in swimming, tennis and basketball, by teaming up with the World Champions of this prestigious sector, Enel has now made a grand entrance into the world of motor racing.