



Ducati presents 2025 financial results: solidity and profitability in a challenging global environment

- 2025 turnover of 925 million euros and operating profit of 52 million euros with profitability of 5.6%
- Satisfactory financial performance in a contracting market impacted by tariffs, unfavourable exchange rates, and the transition to the Euro 5+ standard
- Claudio Domenicali, Ducati CEO: **“We continue to generate value and build the future of our company, even in a complex environment.”**

Borgo Panigale, Bologna, 17 March 2026 – In 2025, Ducati confirmed its **solidity and competitiveness** with a financial performance that stands out in the global motorcycling landscape. In a year marked by significant geopolitical and macroeconomic instability, which significantly impacted the entire sector, the company continued to **prioritize protecting its positioning and the excellence of its range with a strategy that focuses on value and exclusivity.**

During the year, **50,895 motorcycles** were delivered (2024: 54,495) to passionate clients around the world. Turnover in 2025 amounted to **925 million euros** (2024: 1,003 million euros), while operating profit (EBIT) reached **52 million euros** (2024: 91 million euros) for an operating margin of **5.6%** (2024: 9.1%).

These figures are lower than the previous year, but they must be seen in a context influenced by factors that have impacted the entire two-wheel sector, in particular the **tariffs applied in the United States**, Ducati’s primary market, and the unfavourable trend in exchange rates, especially the dollar and the yen. In addition, the **regulatory transition to the Euro 5+ standard** limited the availability of some key models – Monster, Hypermotard, and DesertX – which returned to the range at the beginning of 2026 with the new V2 engine.

*“2025 was a demanding year for the sector, and Ducati experienced the effects of a weakening market. While these conditions weighed on our performance, our product quality and technological capabilities helped limit the impact relative to others,” stated **Claudio Domenicali, Ducati CEO.** “We are experiencing a market normalization phase after the post-pandemic peak, but the profitability generated guarantees our solidity and allows us to decisively pursue our plans, having the resources necessary to continue investing in the future even in a complex environment. 2026 represents a very important year for us: we are celebrating one hundred years of history, a milestone we reach with the strength of a completely renewed range and sporting results that see us at the top of motorsport.”*

*“The 2025 figures must be read in the context of a core market that has experienced a double-digit contraction,” added **Henning Jens, CFO of Ducati.** “In this context, Ducati has expanded its market share and maintained positive profitability, confirming the effectiveness of a strategy that prioritizes value, exclusivity, and the solidity of our premium positioning.”*

The Ducati range has now been renewed across all its families, more complete, sophisticated, and technologically advanced than ever before. Among the new features is **Ducati Factory Made (DFM)**, the new programme that brings customization directly to the Borgo Panigale production line.



In motorsport, 2026 sees Ducati tackle the MotoGP Championship as **World Champion for the fourth consecutive year** and compete in Superbike, building on the strength of its 21st Manufacturers' Title won in 2025. Development also continues in the off-road segment, strengthened by the recent debut in the **2026 AMA Supercross** and entry into the **MX2 World Championship**, in addition to its confirmed participation in the Italian Prestige Championship in the MX1 class.

Ducati is thus entering its centenary year with a solid structure, a renewed range, and sporting successes that demonstrate its unique role in the global motorcycling scene. It invites all enthusiasts to **World Ducati Week 2026** (July 3–5, Misano World Circuit Marco Simoncelli), a special moment in the celebration of this important anniversary.