



Portimão Raceday Programme  
March 2010

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## The Ducati Xerox Sponsorship







## Our partnership with Ducati, the most successful factory team in WSBK history

2010 sees Xerox's sixth season as title sponsor of the Ducati Xerox Team.

Riding under the banner of 'Ready for Real Business', Ducati and Xerox believe that it is the combination of people, innovation and passion being brought together in the right place with perfect timing that enables the success of the team on the track.

Just as each member of the Ducati Xerox Team is dedicated to winning and enhancing the performance of the team, Xerox is dedicated to working with its customers and partners to ensure they too have the freedom to focus on their real business.

For regular content and news throughout the 2010 season, please go to [www.xerox.com/sponsorship](http://www.xerox.com/sponsorship)

Follow the team on the Ducati Xerox World Superbike Team - 2010 Season, facebook page.



## Ducati Xerox Team Leader - Ernesto Marinelli

For Ernesto, 2010 will be a particularly significant year as he takes up his new role as Ducati Corse SBK Project Manager.

'Erny' has 15 years of technical experience in racing. Having joined Ducati at the end of 1995, he has worked with the likes of Carl Fogarty, Neil Hodgson, James Toseland and Troy Bayliss.

From 1998 to 2000, he was Ducati's technical director in the AMA Superbike Championship before returning to Europe where he moved onto the Ducati Corse Superbike factory team where he has remained ever since.

We wish Erny the best of luck this year.



## Leaders off the track - Our XGS relationship with Ducati Motor Holding

We also have a separate business relationship with Ducati Motor Holding. The company is world leader in motorbike manufacturing as well as an iconic and dynamic brand in the fashion industry. With motorcycle production increasing per annum and stiff competition from abroad, Ducati faces a range of challenges.



### The Challenge

Because Ducati grew rapidly in a few years from 12,000 to 41,000 bikes, outsourcing of many Ducati activities became a strategic lever.

### Objectives

- Employ a high quality service to cut outsourcing and improve efficiency in technical documentation
- Become more time efficient
- Reduce obsolescence of promotional materials
- Reduce Costs

### Solution and Results

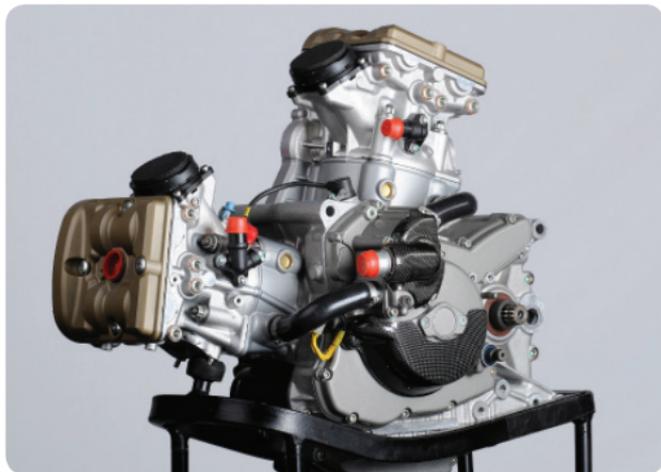
We began rationalising office machinery and streamlining the authoring, translation and delivery of technical manuals and other materials. Consequently, we are driving down direct costs by up to 23% and have reduced the lead time for User Manual printing from 15 days down to 1.



## Ready for Real Business

To stay ahead in business, both Ducati and Xerox know how important it is that the technology, software and work processes that drive their organisations are operating as effectively and efficiently as possible.

While we create technology and services that enable businesses to produce and manage documents more efficiently and effectively, Ducati understand that their technology and innovation lie at the very heart of their business success.



Ducati's 1198 Testastretta Evoluzione engine is the crowning glory of Ducati's innovative development and the perfection of the L-Twin engine.

World Superbike dominance for almost 2 decades is the result of continual commitment of the twin-cylinder configuration.

## The 2010 Season





## 2010 Ducati Xerox rider Noriyuki Haga #41

Nori will start his second year in the Ducati Xerox Team having narrowly missed out on last season's title by 6 points. An experienced campaigner, Nori will no doubt be challenging for championship honours this season.

### Personal Stats

**Nationality:** Japanese

**Born:** March 2, 1975

**Marital Status:** Married with two children

**Height:** 168 cm

**Weight:** 65 kg

**Hobbies:** Golf and water sports

### World SBK stats

**2009:** 2nd (Ducati Xerox Team)

**2008:** 3rd (Yamaha Motor Italia)

**2007:** 2nd (Yamaha Motor Italia)

**2006:** 3rd (Yamaha Motor Italia)

**2005:** 3rd (Yamaha Motor Italia)

**2004:** 3rd (Yamaha Motor Italia)



## 2010 Ducati Xerox rider Michel Fabrizio #84

25-year old Michel, nicknamed 'The Hurricane', had his most successful season to date in 2009 with 3rd place in the championship. Michel will also be a strong contender for this year's championship.

### Personal Stats

**Nationality:** Italian

**Born:** September 17, 1984

**Marital Status:** Married with two children

**Height:** 173 cm

**Weight:** 64 kg

**Hobbies:** Football and cinema

### World SBK stats

**2009:** 3rd (Ducati Xerox Team)

**2008:** 8th (Ducati Xerox Team)

**2007:** 11th (Honda DFX)

**2006:** 11th (Honda DFX)





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Luca and Ernesto understand that winning comes down to making the right decisions.

Since Ducati Motor Holding decided to work with Xerox Global Services in 2005, we have succeeded in rationalising Ducati's office.

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## Nori Haga's Crew



Luca Ferraccioli  
Track Engineer



Marco Frigerio  
Electronics Engineer



Alberto Colombo  
Chief Mechanic



Roberto Banci  
Mechanic



Michele Bubbolini  
Mechanic



Stefano Favalini  
Mechanic



Massimo Meneghin  
Tyre Technician

## Team Management



Ernesto Marinelli  
Team Manager



Heather Watson  
Press Officer



Una Conway  
Team Co-ordinator



Toshi Araki  
PA to Nori



Byron Draper  
Öhlins Technician

## Michel Fabrizio's Crew



**Mauro Grassili**  
Sponsorship Manager



**Marco Lozej**  
Track Engineer



**Luca Minelli**  
Electronic Technician



**Rok**  
Personal Trainer



**Marco Ventura**  
Chief Mechanic



**Davide Gibertini**  
Mechanic



**Claudio Montanari**  
Mechanic



**Andrea Neri**  
Mechanic



**Moris Grassi**  
Tyre Technician

## Latest News from the Paddock

The 2010 World Superbike season got off to a superb start at the competition's traditional season opener at Phillip Island, Australia, on 28th February.

Race 1 resulted in the closest ever finish in Superbike history, with Michel crossing the line just 0.004 seconds behind Britain's Leon Haslam. Nori Haga was just a second behind in 3rd place.

Race 2 also provided some superb entertainment, with Spain's Carlos Checa battling his way to 1st place despite being 8th after lap 1. Michel claimed another podium with 3rd place overall while Nori finished just behind him in 5th.

Michel said: "I am very happy with the results, which put me in 2nd place on the leaderboard after round 1. It will be a long and challenging season but we've made a good start."

Nori added: "All in all, with regard to the classification and bearing in mind my accident in practice, it didn't go too badly; I finished 3rd and 5th and we took home some good points."



Michel and Nori celebrate their podium successes

## 2010 Championship Standings

Rider	Team	Points
Haslam (GBR)	Suzuki Alstare	45
Fabrizio (ITA)	Ducati Xerox	36
Checa (ESP)	Althea Ducati	34
Haga (JAP)	Ducati Xerox	27
Guintoli (FRA)	Suzuki Alstare	23



Michel and Nori go head to head at Phillip Island



## Ducati Xerox Team at Portimão

The Portuguese track has traditionally been saved for the last race of the World Superbike calendar, this year the Autódromo Internacional do Algarve will host the opening European round of the 2010 season. Portimão has been a scene of mixed emotions for the Ducati Xerox Team in the past 2 seasons. 2008 represented the final curtain for former champion Troy Bayliss. Having already won the championship the round before in France, Troy ended a perfect season with a double win in Portugal.

Last year, despite a 2nd place finish behind Michel in race 2, Nori narrowly missed out on his maiden world championship while Michel ended a fantastic season in 3rd place overall.

Ahead of this weekend's race, Nori said "These few weeks have been key for my recovery after the crash in Australia. Portimão is not my luckiest track but I'll be looking to take my best ever results there this time around."

Michel added "I really like Portimão and after a strong start in Australia, I'm definitely planning to do everything to build on my points total. It'll be tough, as will the entire year, but I'm fit and ready to fight for the wins."

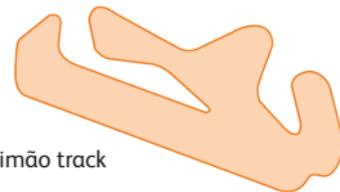
Circuit Length	Corners left	Corners right	Length of race
4.658 km	6	9	22 laps = 101.024km

Lap Records	
<b>Best Lap</b>	Fabrizio - Ducati Xerox - 1'43.529 (2009)
<b>Superpole</b>	Spies - Yamaha - 1'42.412 (2009)

### 2009 Results

**Race 1** 1. Spies (Yamaha); 2. Rea (Honda); 3. Biaggi (Aprilia)

**Race 2** 1. Fabrizio (Ducati Xerox); 2. Haga (Ducati Xerox); 3. Rea (Honda)



Portimão track

## Useful Information





## Paolo Casoli

Paolo Casoli, who will be your garage tour guide, was a former Italian Grand Prix motorcycle road racer.

Paolo will give you an insight into the intricacy and innovation of the Ducati Xerox Team.

Paolo's career highlights include third place in the 125cc world championship in 1987.

From 1994 to 1996 he competed in the Superbike World Championship and in 1997 he won the Open Series, which today is better known as the Supersport World Championship.



## Mauro Grassilli

Mauro has been part of the Ducati Xerox Team since 2003, working in the areas of marketing, hospitality and sponsorship.

Today he is Sponsor Account Manager, meaning that while at the racetracks his main task is to make sure that all team sponsors and their respective guests have the best possible race experience.

Extremely knowledgeable, Mauro is always approachable and ever ready to answer any questions you may have with a smile. Mauro can usually be tracked down in the Ducati Xerox Hospitality area!



## Ducati success on the track between 1988 and 2009

Team	Poles	Podium	Wins	2nd	3rd	Titles
Ducati	150	714	285	226	193	16
Honda	41	343	105	119	119	4
Yamaha	30	218	65	69	84	1
Kawasaki	19	163	35	57	71	0
Suzuki	17	116	28	39	49	1

Ducati was founded in Bologna in 1926 as a small, family run company producing small radio components.

Now, it is an international motorcycle and fashion brand that makes racing-inspired motorcycles with unique engine features, innovative designs and advanced engineering.

## The Superbike World Championship Format

Each round has 2 races and the results of each race are combined to determine two annual World Championships, one for riders and one for manufacturers.

### Friday

1st free practice (60 minutes) and 1st qualifying (60 minutes)

### Saturday

2nd qualifying (45 minutes) and 2nd free practice (45 minutes)

### Superpole

Superpole adopts a knock-out style format over 3 periods of 14, 12 and 10 minutes. In the first 14 minute session, the fastest 20 riders compete.

At the end of the session, the 16 riders with the quickest lap times progress to the 2nd phase of Superpole while the slowest 4 riders occupy the final places on the grid.

At the end of the 2nd phase, the 8 fastest riders qualify for the 3rd and final session. Here, the final positions on the grid are established for both races on Sunday.

### Sunday

Warm-up (20 minutes)  
Race 1 and Race 2

## 2010 Calendar

Dates	Country		Location
Feb 26 - 28	Australia		Phillip Island
March 26 - 28	Portugal		Portimão
April 9 - 11	Spain		Valencia
April 23 - 25	The Netherlands		Assen
May 7 - 9	Italy		Monza
May 14 - 16	South Africa		Kyalami
May 29 - 31	USA		Salt Lake City
June 25 - 27	Italy		Misano
June 9 - 11	Czech Republic		Brno
July 30 - August 1	UK		Silverstone
September 3 - 5	Germany		Nürburgring
September 24 - 26	Italy		Imola
October 1 - 3	France		Magny Cours





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Sharing ideas.

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## Superbike Vs MotoGP

Superbike racing motorcycles are derived from standard production models. While rules vary from series to series, in general the motorcycles must maintain the same profile as their roadgoing counterparts, with the same overall appearance as seen from the front, rear and sides. In addition, the frame cannot be modified.

Teams may modify some elements of the bike, including the suspension, brakes, swingarm, and the diameter and size of the wheels.

Moto Grand Prix motorcycles are purpose-built racing machines that are neither available for general purchase nor can be legitimately ridden on public roads.

The average speed difference between MotoGP and Superbike models is about 3 seconds per lap.



The Ducati 1198, currently ridden by Michel Fabrizio and Noriyuki Haga



The Desmosedici GP 10, currently ridden by Casey Stoner and Nicky Hayden

## World Superbike Race Categories

### World Supersport

The Supersport World Championship has been the World Superbike support category since 1999.

World Supersport bikes must have a 4 stroke engine of between 400 and 600cc for 4 cylinder machines and between 600 and 750cc for twins.

World Supersport regulations are much tighter than in World Superbikes. The chassis of a Supersport machine must remain largely as standard, while engine tuning is possible but tightly regulated.

A Supersport World Championship race takes place at every World Superbike Championship round.



Britain's Cal Crutchlow competes in the 2009 World Supersport championship for Yamaha

## Superstock 1000 Cup

The Superstock 1000 Cup, open to riders up to 24 years of age, is a support class to the Superbike World Championship at the European rounds only.

Motorcycles with the same displacement as Superbikes can run in Superstock 1000, but Superstock rules are much more restrictive. Most components on the bike remain similar to their road going counterparts.

Between 2007 and 2009, we were title sponsor of the Ducati Superstock Team (known as the Ducati Xerox Junior Team), a period of tremendous success.

In 2007 (Niccolò Canepa), 2008 (Brendan Roberts) and 2009 (Xavier Simeon), the team won 3 successive European titles.

We wish all these riders the very best in the next phase of their career.



Xavier Simeon celebrates winning the championship in Portimão last year

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