



Valencia Raceday Programme
April 2009





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Our Partnership with Ducati

2009 marks our fifth season as title sponsor of the Ducati World Superbike Team and it has been an incredible journey so far. Our partnership with Ducati is founded on characteristics shared by both brands.

Teamwork and passion will always sit at the heart of both companies. Through innovation, we deliver the best technology, services and solutions to our customers. Innovation also keeps Ducati ahead of its competitors on the track.





Ducati Xerox Team Director: Davide Tardozzi

Davide is one of the longest-serving and most successful team managers in the WSB paddock.

He has turned a race-winning career riding for Bimota, including the first ever WSBK race in 1988, into an even more successful career.

Davide has guided a total of eight riders to championship titles.



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 rapidly over the last few years, 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 **a two digit** per cent and have reduced the lead time for User Manual printing from 15 days down to 1.

Many People, One Passion, One Team

We at Xerox don't just talk about individuals..... nor do we put success down to the person crossing the finish line.

Success is derived from innovation, passion and the desire to solve problems together as one.





There are few better teams than the Ducati Xerox World Superbike Team.

The 2009 Season





2009 Ducati Xerox rider Noriyuki Haga #41

Nori joins the team from Yamaha as Troy Bayliss' successor. Since making his WSBK debut in 1996, Nori has won 33 races (up to the end of 2008) and has featured in the World SBK top 4 since 2000.

Personal Stats

Nationality: Japanese

Born: March 1975

Marital Status: Married with two children

Height: 168 cm

Weight: 65 kg

Hobbies: Snowboarding, golf, water sports

World SBK stats

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)



2009 Ducati Xerox rider Michel Fabrizio #84

24-year old Michel, nicknamed the 'hurricane', continues with the Ducati Xerox Team for a second year. Now in his 4th season in World Superbike, Michel will look to improve on his eighth place result in the 2008.

Personal Stats

Nationality: Italian

Born: September 17, 1984

Marital Status: Married with two children

Height: 173 cm

Weight: 64 kg

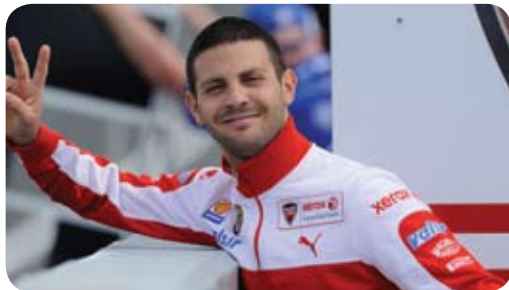
Hobbies: Football

World SBK stats

2008: 8th (Ducati Xerox Team)

2007: 11th (Honda DFX)

2006: 11th (Honda DFX)







Teamwork with focus.

Working together, your enterprise and our proven services, solutions and technology can help transform your business, lower costs and create better value.

Latest News from the Paddock

The season could not have started better for Nori who claimed 1st and 2nd positions in the opening round of the 2009 season at Phillip Island.

He returned to the podium at Qatar after powering his Ducati 1198 to two second place finishes to maintain his lead in the championship.





Italian rider Michel Fabrizio also took home solid points from the first race of the 2009 season, finishing 4th and 5th respectively.

At Qatar, Michel suffered a series of technical problems that prevented him from picking up championship points.



The 2009 Championship Standings

| Rider | Team | Points |
|-------------------|---------------------|--------|
| Haga (JAP) | Ducati Xerox | 85 |
| Spies (USA) | Yamaha | 75 |
| Neukirchner (GER) | Suzuki Alstare | 40 |
| Biaggi (ITA) | Aprilia | 38 |
| Haslam (GBR) | Stiggy Racing Honda | 36 |



Haga, Spies and Biaggi go head to head at Qatar.

The Ducati Xerox Team at Valencia

The team has had a successful few seasons at Valencia, claiming 7 podiums out of a possible 9 in the last 3 seasons.

Nori Haga, who won race 2 in 2008, said - “Valencia is one of my favourite tracks and I know I can go well there. I like the layout, with its many tight corners. Consistency is key this season and with the competition that we face, we need to make every single race count.”

Michel said - “I was extremely disappointed to come away from Qatar without points. I have to rectify this with a strong performance at Valencia. I like the track, even if my results in recent years don’t demonstrate this.”



Fabrizio at Valencia last year.

The Ducati Xerox World SBK Team

| Team Management | |
|--|-------------------|
| Project Manager | Davide Tardozi |
| Ducati Corse Superbike Technical Director | Ernesto Marinelli |
| Press Officer | Heather Watson |
| Xerox Account Manager | Mauro Grassilli |

| Michel Fabrizio's Crew | |
|------------------------|-------------------|
| Track Engineer | Massimo Bartolini |
| Electronic Technician | Luca Minelli |
| Chief Mechanic | Marco Ventura |
| Mechanic | Andrea Neri |
| Mechanic | Claudio Montanari |
| Mechanic | Davide Gibertini |
| Assistant Mechanic | Michele Bubbolini |

| Nori Haga's Crew | |
|----------------------|---------------------|
| Track Engineer | Ernesto Marinelli |
| Electronics Engineer | Alessandra Balducci |
| Chief Mechanic | Alberto Colombo |
| Mechanic | Fabrizio Longhini |
| Mechanic | Stefano Flavalini |
| Mechanic | Roberto Banci |
| Assistant Mechanic | Moris Grassi |

Ducati Xerox Junior Team: 2007 and 2008 World Champions

We also sponsor the Ducati Xerox Junior Team, an initiative launched by Ducati to encourage and develop new talent.

The team compete in the highly competitive European Superstock 1000 championship, which starts in Valencia.

In 2009, the Ducati Xerox Junior Team is fielding two promising young riders in the series. Daniele Beretta (left) and Xavier Simeon (right) both turn 20 this year.





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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.



Ducati success on the track between 1988 and 2008

| Team | Poles | Podium | Wins | 2nd | 3rd | Titles |
|----------|-------|--------|------|-----|-----|--------|
| Ducati | 147 | 678 | 274 | 220 | 184 | 15 |
| Honda | 41 | 325 | 103 | 114 | 108 | 4 |
| Yamaha | 19 | 201 | 51 | 67 | 71 | 0 |
| Kawasaki | 19 | 163 | 35 | 57 | 71 | 0 |
| Suzuki | 17 | 113 | 28 | 38 | 47 | 1 |

Ducati was born in Bologna in 1926 as a small, family run company producing 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 (60 minutes) and 2nd free practice (60 minutes)

Superpole














Superpole will be for the first 20 quickest riders. 3 elimination periods of 12 minutes will follow, each with 7 minutes in between. After the first stint, the 4 slowest riders will be eliminated and 8 riders after the second stint. The last stint will start with the 8 remaining riders and determine their positions on the first and second rows of the grid for race day.

Sunday

Warm-up (20 minutes)

Race 1 and Race 2 (grid positions for both races remain the same)

2009 Calendar

| Dates | Country | | Location |
|-----------------|-----------------|---|----------------|
| Feb 27- March 1 | Australia |  | Phillip Island |
| March 12-14 | Qatar |  | Losail |
| April 3-5 | Spain |  | Valencia |
| April 24-26 | The Netherlands |  | Assen |
| May 8-10 | Italy |  | Monza |
| May 15-17 | South Africa |  | Kyalami |
| May 29-31 | USA |  | Salt Lake City |
| June 19-21 | Italy |  | Misano |
| June 26-28 | UK |  | Donington |
| July 24-26 | Czech Republic |  | Brno |
| September 4-6 | Germany |  | Nürburgring |
| September 25-27 | Italy |  | Imola |
| October 2-4 | France |  | Magny Cours |





Davide knows that Ducati's cutting edge technology is key to success on the track.

We also know that our state of the art technology and tools can help you achieve your business goals. Our iGen4™ can print nearly 4 million pages per month and contains 97% recyclable components.



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.



Noriyuki Haga, Ducati Xerox Team rider.



Casey Stoner, 2006 Ducati MotoGP Champion.

Thank you Troy Bayliss

For all those who have written or talked about Troy Bayliss' career in motorcycle racing, that has spanned two decades, it is difficult to sum it all up one final time. Troy finished his career in style, with the Ducati Xerox Team, by winning 2 world championships in 3 seasons.

Having won 30 races and claimed 19 pole positions with the Ducati Xerox Team, Troy has provided us with immense entertainment on the track and off the track has also been a great brand ambassador for our brand, supporting our business at trade shows and events across Europe including Drupa and Ipex.

Troy, we hope you enjoy the next chapter of your life back home in Australia.







They understand the value of team-work.

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