



Portimão Raceday Programme  
October 2009





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# The Ducati Xerox Sponsorship





## 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

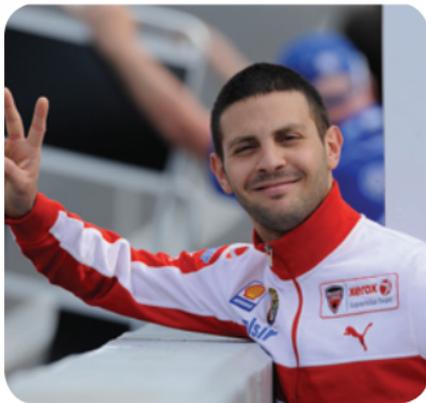
**Hobbies:** Football

### World SBK stats

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

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

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





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## Latest News from the Paddock

The 2009 World Superbike season is witnessing one of the most exciting years in recent history. With 2 races to go, a slender 10 point championship lead and 50 points still up for grabs, Ducati Xerox rider Nori Haga stands on the brink of claiming his first World Superbike championship 11 years after his full season debut.

At the Magny Cours (France) round 3 weeks ago, Nori battled against significant pressure to increase his championship lead by 7 points following 2 podium finishes, including 1st place in race 2.

Nori, whose poor mid season results saw rival Ben Spies overtake him in the championship, appears to have rediscovered his form at just the right time of the season.

After Magny Cours, Nori said, "In Race 1 I really enjoyed myself, it was a fantastic race. I didn't make the best start but if I had just one extra lap, I think I'd have won. In the 2nd race, we made some small changes to my bike and they worked, giving me more confidence. This victory is truly a great result. Now we go to Portimão where Ben and I will fight for the 2009 title – I can't wait."



Nori holds off Biaggi and celebrates victory in France





Michel in action at Magny Cours



Of the 26 races that have taken place this season, Michel has finished on the podium 14 times, a record that demonstrates the consistency that had eluded the young Italian until this season.

2 rounds ago at Imola, Michel put on a very talented display, claiming his first ever Superpole, finishing 3rd in race 1 and winning race 2.

At Magny Cours 3 weeks ago, however, Michel claimed 4th in race 1 and crashed in race 2. Nevertheless, Michel will finish in 3rd place overall in the championship, a fantastic season for the young Roman.

After Magny Cours, Michel said, "Obviously I'm very disappointed by my results in France; I hoped to do a lot better. I am very sorry because I think I could have got past Spies, giving Nori a couple more points. My compliments go to Nori because he was very strong today and deserved the win."

## 2009 Championship Standings

Rider	Team	Points
Haga (JAP)	Ducati Xerox	436
Spies (USA)	Yamaha	426
Fabrizio (ITA)	Ducati Xerox	346
Biaggi (ITA)	Aprilia	293
Rea (GBR)	HANNSpree Ten Kate Honda	279

Haga and Fabrizio on the track in Misano (Italy) and exchanging views in the garage



## Ducati Xerox Team at Portimão

The Portuguese track, that opened for business in 2008, holds fond memories for the Ducati Xerox Team. It was at this stage of last season that Troy Bayliss celebrated his World Superbike grand finale having already claimed the world championship at the previous round in Magny Cours.

Nori Haga, on the edge of a world championship, is excited about the prospect of this season's race. He said "Everything comes down to this last event. My strategy won't be any different from normal; I always go out with the aim to win and I always give 100%. All I am missing is a title win, a title I hope to be able to bring home to Ducati and to Japan this weekend."

Team-mate Michel Fabrizio, who finished 2nd in race 2 at Portimão last year, said: "I'm very happy with how my season's gone and I want to finish with 2 more podiums. I'm feeling confident and am reassured that the 3rd position that I hold in the standings can't be taken from me. I hope Noriyuki can take the title for the Ducati Xerox team."



The team will hope to recreate the celebratory scenes of 2008

## 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 Favalini
Mechanic	Roberto Banci
Assistant Mechanic	Moris Grassi

## Ducati Xerox Junior Team: 2009 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.

In 2009, the Ducati Xerox Junior Team is fielding 2 promising young riders in the series. Daniele Beretta and Xavier Simeon both turn 20 this year.

At Magny Cours, a 2nd place finish was enough for Xavier Simeon to take the 2009 title with 1 round to go. In doing so, the team has claimed the championship for the 3rd consecutive season following the previous successes of Niccolò Canepa (2007) and Brendan Roberts (2008). Daniele Beretta closed the race in 10th place which means he lies 5th overall.



Simeon celebrates his title victory



Daniele Beretta

Xavier Simeon



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SKF

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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
October 23-25	Portugal		Potimao



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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.



Noriyuki Haga, Ducati Xerox Team rider



Casey Stoner, 2007 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.







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