



PRESS NOTE

TELECOM ITALIA TO RIDE DUCATI SUPERBIKES IN 2013 TOO

The sponsorship agreement has been extended for the second consecutive year to the World Superbike Championship too. TIM will work alongside the Team SBK Ducati Alstare on Carlos Checa's and the young talent Ayrton Badovini's motorbikes.

Rome, 22 February 2013

Telecom Italia and Ducati will ride Superbike together in 2013 too. In fact, the sponsorship agreement that links the two companies in the MotoGP is extended, for the second consecutive year, to the World Superbike Championship too, with the new Team SBK Ducati Alstare .

TIM, the Telecom Italia mobile telephony brand, will be displayed on the fairing, the windshield and the tail of the two Ducati 1199 Panigale Superbikes of the Team SBK Ducati Alstare, as well as on the suits of Carlos Checa, World Superbike Champion with Ducati in 2011, and Ayrton Badovini, young Italian winner of the 2010 FIM Superstock 1000 Cup.

"We are very pleased to continue this adventure with Ducati in a competitive championship, in great development like the SBK" - said Cristiano Habetswallner, Head of Sponsorship at Telecom Italia - "This initiative strengthens the bond between two companies that share values such as the search for excellence, technological leadership and a willingness to be involved in important challenges".

"Confirmation of the agreement with TIM for 2013 too is very important to us and we are happy to take on the work that lies ahead with the new 1199 Panigale, supported by a prestigious partner such as TIM to which we express our gratitude for their trust in us. We will always do our utmost best to lead Tim and Ducati to success" - said Ernesto Marinelli, Director of the Ducati Corse Superbike Project.

Telecom Italy and Ducati are ready to race together towards new goals on and off track.

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