

The Panigale V4 honoured with the prestigious iF Design Award

The Ducati Panigale V4 has been honoured the iF Design Award, one of the most prestigious international acknowledgements in the field of design. It is an important attestation for the Bologna-based motorcycle manufacturer and its Centro Stile, an award that enriches the prestigious showcase of a brand that makes the beauty of its products a distinctive value.

The new Panigale V4, unveiled in July 2024 at World Ducati Week, is the perfect example of the Ducati philosophy, aimed at creating motorcycles that are a magical combination of sensual beauty and sophisticated technology. The stylistic principles of this bike, which evolve the concept of integrating aerodynamics and design into a harmonious marriage of form and function, convinced the international jury of experts of the iF International Forum Design GmbH - composed of 131 independent design professionals - leading them to honour the Panigale V4 with this quality mark for excellence in style. The award ceremony will be held on 28 April 2025 at the Friedrichstadt-Palast in Berlin.

Andrea Ferraresi, Strategy and Centro Stile Ducati Director: *“The passion for what we do and the tension towards beauty are fundamental elements in arousing strong emotions, capable of being closely linked to the pleasure of*

riding and creating connections between the rational and irrational parts of the soul of enthusiasts. At Ducati we work to ensure that each of our creations is magical, through an integration of beauty and technology. In fact, we strive for functional beauty. The iF Design Award assigned to the Panigale V4 is a great recognition, which gratifies us for the work we have done in terms of design and style and confirms that we are moving in the right direction: looking ahead while keeping our focus on innovation, including stylistic innovation, but faithful to our principles.”

The new Panigale V4 was conceived by imagining to update the design concepts of the iconic Ducati 916. In this direction, its DNA has been merged with that of the Desmosedici GP, with the ultimate goal of creating a model capable of paying homage to Ducati's history, while at the same time guaranteeing maximum performance.

The reference to the Ducati 916 is visible in the overall proportions of the new Panigale V4, with a higher front end and slightly lower tail that balance the body of the bike, giving a more horizontal dynamic, typical of Ducati sports bikes of the past. The side fairing is clean and elegant. In the upper part, the attention is caught by the large hot air extractor, while the lower area, while appearing to be a fairing without any Ducati 916 style vents, actually features a vertical cut for the hot air outlet of the oil radiator, almost a work of art by Lucio Fontana.

The Panigale V4, proposed in single-seater configuration with a passenger kit available as an accessory, is on sale at dealerships in the Ducati network.

#PanigaleV4 #WonderEngineered

New Panigale V4

The new Panigale V4 inherits some of the technical solutions developed by the multi-world title winning team so as to offer the rider the same riding sensations as professional riders.

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