



MEDIA RELEASE

MALAYSIA HOSTS 1st ASIA DUCATI WEEK

It's a proud moment for Malaysia to be host country of the first and largest gathering of Ducati riders in Asia, the 1st Asia Ducati Week (ADW). Held from 8 to 12 October, the event coincides with the much-anticipated Malaysian MotoGP at the Sepang International Circuit (SIC) as well.

The hosting of the ADW in Malaysia is a chance for Malaysia to showcase itself as an exciting holiday destination and especially as an ideal location for international racing events and big bike tours. It brings together some 500 loyal fans of the Italian marque in Kuala Lumpur from 22 countries including Australia, Canada, China, Hong Kong, India, Indonesia, New Caledonia, the Philippines, Singapore, Taiwan, Thailand, Vietnam and Europe. It will also see the largest assembly of Ducati bikes – more than 500 machines of beauty and raw power valued at approximately RM60 million will be on show at SIC.

Participants of ADW are in for an exciting time in Kuala Lumpur with dinners; city tours; street parties in the heart of Kuala Lumpur's entertainment zone, Golden Triangle; and passes to the SIC Paddock Village during the MotoGP. The highlight of the ADW is the Ducati Riding

Experience (DRE) – a motorcycle riding clinic conducted by Italian riding experts where participants can learn basic, intermediate or advanced levels of riding the Ducati right on the SIC track. Several Ducati demo bikes will be made available for loan during the DRE, however places for the riding clinic are limited.

Organised by Ducati APAC, the official importer of the Ducati brand in Malaysia, the event is co-hosted by Tourism Malaysia.

To help promote Malaysia during this time, some 16 Mega Fam participants from 7 countries are also being hosted by Tourism Malaysia. Their participation in the Mega Fam tour is expected to generate returns in the form of publicity write-ups on Malaysia in their respective publications.

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