



MEDIA RELEASE

ASIA DUCATI WEEK 2012 RETURNS TO MALAYSIA

KUALA LUMPUR, 18 October 2012 - Malaysia is proud to be the host of the largest gathering of Ducati owners and Ducati lovers in Asia at the Asia Ducati Week (ADW), a six-day event that kicks off today. It will coincide with the highly anticipated Malaysian MotoGP 2012, which will take place from 19 to 21 October at the Sepang International Circuit (SIC).

An estimated 500 Ducastisti from all over Asia, Europe and the United States are expected to converge in Malaysia for the second edition of the event, which made its debut here in 2010.

A lineup of exciting events await the participants of the ADW such as a welcome party at the newly opened Butter Factory Club in Kuala Lumpur, a tour ride to the historical city of Melaka, a street party at Beach Club in Kuala Lumpur, as well as a Gala Dinner on 22 October 2012.

Nevertheless, the highlight of the week will be the exciting Ducati Riding Experience (DRE), where selected participants can enjoy a free motorcycle riding clinic conducted by Ducati riding legends Troy Bayliss and Loris Capirossi, who will be conducting the course in three levels - Basic, Intermediate and Advanced.

The ADW provides an opportunity for Malaysia to showcase the country's ability to host international racing events and big bike tours, as well as to promote itself as a top-of-mind tourist destination.

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