



SHARE THE ITALIAN PASSION

With an extraordinary journey signed by S.Pellegrino & Ducati

A Special Edition and an engaging App to discover la grande bellezza of Italy, riding towards the most passionate destinations, virtually in the saddle of the “red bikes of Borgo Panigale”

Passion is what makes ordinary things... extraordinary. Passion is what distinguishes Italy. This is what two ambassadors of Italian excellence and lifestyle have in common, **S.Pellegrino**, the most well-known sparkling natural mineral water in the world, a true icon of the Italian way of living, and **Ducati**, the Italian company that designs and manufactures motorcycles, that have come together to offer a special sparkling journey around Italy with authentic passion.



Share the Italian Passion is an international project, from Australia and the United States to Europe and Asia, that offers an exciting virtual journey around Italy thanks to an engaging app, “The Sparkling Italian Experience”, on S.Pellegrino’s official Facebook Page (www.facebook.com/SanPellegrino). Through the app, consumers can discover the most passionate destinations in Italy, with cool tips on restaurants and places that deserve to be experienced, and the ideal Ducati motorbikes to ride through the *Bel Paese*.

Result of a relevant relationship between these two prestigious Italian brands, the app follows the new Special Edition of the **PET bottle signed by S.Pellegrino and Ducati**. With more than 20 million units in over 20 markets, the Special bottle for take home and on-the-go channels, is the synthesis of Italian style and passion for life.

Both the app and the Special edition will be available starting from the beginning of May 2014, to accompany consumers in their journey around Italy with sparkling passion.

More than ever before, S.Pellegrino proves to be a real ambassador of the Italian way of living with joy, taste, passion anywhere, anytime. This partnership with Ducati highlights how these two brands are icons of the creativity and lifestyle that are typical of the “Made in Italy” excellence.





About the brands

S.Pellegrino and Acqua Panna

S.Pellegrino, Acqua Panna and Sanpellegrino Sparkling Fruit Beverages are international trademarks of Sanpellegrino S.p.A. which is based in Milan, Italy.

Distributed in over 130 countries through branches and distributors in all five continents, these products represent quality excellence by virtue of their origins and perfectly interpret Italian style worldwide as a synthesis of pleasure, health and well-being.

Founded in 1899, Sanpellegrino S.p.A. is the leading company in the beverage sector in Italy with its range of mineral waters, non-alcoholic aperitifs, drinks and iced teas. As a major Italian producer of mineral water, it has always been committed to enhancing this primary good for the planet and works responsibly and passionately to ensure that this resource has a secure future.

Ducati Motor Holding S.p.A. - A Sole Shareholder Company - A Company subject to the Management and Coordination activities of AUDI AG

Founded in 1926, Ducati has been producing sport-inspired motorcycles since 1946. Today, their motorcycles are characterised by "Desmodromic" performance engines, innovative design and avant-garde technology. Covering several market segments, Ducati's range of motorcycles are divided into model families which include: Diavel, Hypermotard, Monster, Multistrada, Streetfighter and Superbike. These authentic icons of "made in Italy", together with an extensive range of associated accessories and technical and lifestyle apparel, are distributed in over 80 countries around the world, with concentration on the European, North-American and Asia Pacific markets. Ducati competes in both the World Superbike and MotoGP World Championships. In Superbike Ducati has won 17 Manufacturers' titles and 14 Riders' titles and in 2011 passed the historic milestone of 300 race victories. Ducati have participated in MotoGP since 2003, winning both the Manufacturers' and Riders' titles in 2007.

For more information:

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