

# CLASSIC DRIVER

## Ducati and Tudor: "A meeting of minds"



**Famous Swiss watchmaker Tudor has teamed up with Italian sportsbike specialist Ducati. Tudor will be the official timing partner to Ducati and a new chronograph has been produced to celebrate the cooperation.**

The announcement was made at the Ducati Museum in Borgo Panigale on 30 June. "Another joint marketing venture," the cynical might say. Not so, apparently, as the two companies share some remarkable similarities: both were founded in 1926, and in 1946 Ducati built its first post-War motorcycle, the *Cucciolo*, while also in that year the company 'Montres Tudor SA' was established in Geneva and the famous 'Oyster' models started to be produced. Tudor has been associated with the two-wheeled high-performance world since 1952, when its advertising literature featured a motorcyclist consulting his Tudor Oyster.

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The Tudor Fastrider Ducati Chronograph.

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Gabriele Del Torchio (President of Ducati) and Philippe Peverelli (Managing Director, Montres Tudor SA).

The new stainless steel chronograph is part of the 'Fastrider Collection'. It's available with various straps (steel, leather or the multi-colour nylon you see here) and priced between 3300 – 3500 Swiss francs in the Swiss market. Further models are planned in this long-term relationship in the fields of motor racing, mechanics and possibly special watch models.

For further information, see [www.ducati.com](http://www.ducati.com) and [www.tudorwatch.com](http://www.tudorwatch.com).

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