



Timing Partner



TUDOR, MAIN PARTNER OF THE WORLD DUCATI WEEK 2014

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Misano World Circuit “Marco Simoncelli”, Italy, 18-20 July 2014 – This year and for the second time, TUDOR is the official partner of the Diavel Drag Race at World Ducati Week, the big Ducati event that, every second year, unflinchingly attracts tens of thousands of Ducati fans from the four corners of the globe to Misano.

The World Ducati Week is an institution for Ducati fans throughout the world, and the Diavel Drag Race one of its major highlights. This 2-day challenge will see Ducati riders and famous names in the brand's history competing in a drag race astride Ducati Diavel Carbon. After warm-up and qualifications, each rider will compete alone for best time. The race itself will then see riders competing one to one over 400 meters of straight track from a standing start. This year, the winner of the final round will receive a TUDOR Fastrider Black Shield chronograph in matt black ceramic, personalized with the World Ducati Week 2014 logo.

The alliance between TUDOR and Ducati is anything but a classical partnership and extends far beyond a mere association of two brands. Rather, it represents a shared sense of values, a similar spirit and a common stylistic approach. So much so, indeed, that the global partnership which began in 2011 was renewed in 2013 to intensify it yet further and create even more unexpected bonds. TUDOR's Fastrider Black Shield chronograph and the Ducati Diavel Carbon by TUDOR, customized in the spirit of the former, are perfect examples of this.

TUDOR FASTER BLACK SHIELD

The TUDOR Fastrider Black Shield is a sporty chronograph with a fiery temperament. Monobloc and scratch-proof, its matt black ceramic case makes it a truly outstanding model. Why is it so special? Not only is it entirely crafted in high-tech injected ceramic – as opposed to ceramic applied as a coating to another material – but it is also manufactured as a single piece. Waterproof to a depth of 150 metres and equipped with direct-action pushers and a screw-down crown in PVD-treated steel, the 42-mm case houses a mechanical self-winding chronograph movement with a 46-hour power reserve.

DUCATI DIAVEL CARBON: BLACK SHIELD CUSTOMIZATION

If the TUDOR Fastrider Black Shield were compared to a motorcycle throbbing with power and feeling, the Ducati Diavel Carbon would be the obvious choice. TUDOR has chosen to raise the bar by adopting an original approach: expressing the powerful style of the Fastrider Black Shield through a unique creation – a one-of-a-kind Ducati Diavel Carbon by TUDOR customized to match the specific design codes of the TUDOR chronograph. Tangible proof of the stylistic similarity between the two brands which, in a most dynamic way, have joined forces to celebrate a new milestone in their unparalleled history.

