

## **Breil Ducati Collection**

### **All Italian Style**

Breil and Ducati Corse a partnership characterized by fascination, exciting challenges and outstanding sporting achievements. This year Breil is sponsor and partner of the prestigious Ducati team, reigning champions in the World Superbike category.

The decision to follow Ducati is the result of an intimate sharing of values: perfect lines, Italian attention to detail and a constant search for highly innovative solutions. The result is an exclusive, elegant, functional and technological style, a perfect synthesis of the evolution of a leading company such as Breil.

An excellent example of the partnership between these two companies is Breil Ducati watch, a new version from the famous One collection: quartz chronograph, titanium or steel case, carbon-fibre quadrant with counter reproducing the Ducati Corse logo, a sports watch characterized by the innovation and design that has always been a hallmark of Breil's creations.

In particular, the most exclusive product of this new collection is represented by the One Limited Edition model: a personalised, limited edition in titanium numbered from 0001 to 2002.

Breil has decided to produce this watch as a symbol, not only of the sporting nature of the brand, but also of the desire to transmit emotions and style that only made in Italy design and technology possess.

Confirming its strong interest in the world of motorcycling, Breil is also the Official Time Keeper of the World Superbike Championship.

## **BINDA ITALIA AND DUCATI: A SUCCESSFULL STORY**

The history of **Binda** company, which produces Breil brand, began in 1906 in a small town on Lake Maggiore, where Innocente Binda opened a watchmakers shop. Ten years later, he took the important decision to move the company to Milan, which marked a major step forward.

In 1932 the company started to sell Wyler Vetta brand of watches, which marked one of the fundamental chapters in watch-making history.

The company continued to grow: in 1935 it began distributing Breil watches, and the brand was then re-launched in 1993. Thanks to the slogan *Toglietemi tutto ma non il mio Breil* (Take anything but my Breil), it obtained unprecedented success and helped Breil becoming market leader, as well as linking the slogan to the company in the eyes of the consumers.

1997 was another successful year for the group: Binda in fact became Seiko and Lorus distributor, two of the most well-known watch manufacturers in the world.

The success of the Binda Group was confirmed in 1999, when the world of sport joined the company with the distribution of Nike watches in Italy.

The distribution of the brand D&G Dolce & Gabbana Time throughout Europe began in 2000.

In 2001 there was the launch of Breil Stones, the very first line of Breil jewels, which represents an important challenge for the company.

Today Marcello and Simone, the grandsons of Innocente Binda, are the managing directors of the Group.

Founded in Bologna in 1926, **Ducati** is a historic name in world motorcycling, and is linked to a tradition of constant technological innovation, high-performance products and important sporting success.

Since 1996, the year in which the Texas Pacific Group bought Ducati, a plan to re-launch the company has been successfully carried out, aimed to improve the efficiency of the organisation and production structures and to evaluate the great potential of the Ducati products and brand-name.

A new company, Ducati Corse, was also created in October 1998, with the aim of gathering together all the sporting activities of the Ducati company.

Ducati has always been linked to the world of motorcycle racing and it is the undisputed champion of the World Superbike Championship, winning 9 world riders and 10 constructors titles in 12 years. This season is once again proving to be the bike to beat thanks to the success of its rider Troy Bayliss, who has won 14 of the 18 races held so far.

As well as in the World Superbike Championship with the new 999, the heir to the legendary 916, Ducati will also be officially present in the MotoGP championship with the Desmosedici.

These two racing motorbikes are a perfect example of Ducati's philosophy: the production of technologically advanced bikes, capable of representing typical Italian style and genius at circuits throughout the world.