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The Land of Joy

With the Ducati Scrambler, Ducati presents not just a new motorcycle but rather a new brand, a new approach to the motorcycling world that offers not only performance and technology but also freedom of expression, fun and sharing of positive emotion. Ducati Scrambler is a new brand, offering a whole new world made up of bikes, accessories and apparel that provide the last word in self-expression. Anti-conformist, accessible and essential, the Ducati Scrambler is a perfect mix of tradition and modernity, a stride towards the pure essence of motorcycling: two wheels, wide handlebars, a straightforward engine and endless fun. The Scrambler world - the latest addition to the Ducati universe - is one of authentic creativity and free expression; the lead-up to its official arrival has generated an unprecedented buzz, as has a captivating launch campaign of outstanding originality.

This is more than just a new bike: it's a whole new world, one that expresses itself via a range of versions that provide a starting point for satisfying the different needs and wants of individual motorcyclists. "Post-heritage" design gives a contemporary take on the iconic bike built by Ducati back in the 70s. This Ducati Scrambler, though, is not a retro bike: it is, rather, intended to be just how the legendary motorcycle would be today if Ducati had never stopped building it.

The Ducati Scrambler is a contemporary bike that expresses the pure essence of motorcycling. Tried and tested materials such as the aluminium of the rear swingarm and engine covers and the steel of the teardrop tank and frame are combined with new-generation components such as front and rear LED lighting and LCD instruments. Wide handlebars and a long seat provide a comfortable, relaxed riding position and, together with the low weight, low centre of gravity and slightly knobby tyres, ensure pure riding fun whatever the situation.

The Icon version, in yellow and red, is joined by three others - Urban Enduro, Full Throttle and Classic - each offering its own style and performance-related interpretation of the Ducati Scrambler spirit. The Urban Enduro, with its "Wild Green" paintjob, is for enduro style enthusiasts and ready to switch from city streets to country backroads in an instant. The Full Throttle is for riders enthralled by the flat-track racing world who have a penchant for pushing things to the limit. And the Classic is for devotees to details and a 1970s look who want the uncompromising riding pleasure and comfort of a modern-day bike.

Moreover, thanks to a vast range of apparel and bike accessories, called "ingredients", the Ducati Scrambler offers a virtually unlimited range of exclusive personalisation and lifestyle options.

Apparel

Casual, outdoor, authentic, the Ducati Scrambler apparel collection promotes free expression, in line with the modern philosophy, offering an up-to-date interpretation of the stylistic heritage of the past. Its “post-heritage” style is based on choosing the very best from the past to make it into absolutely innovative, contemporary designs.

Apparel intended not just as “riding gear”, but as a true lifestyle option, able to cross and mix the boundaries between technical gear and fashion items.

The result is a vast, cross-generational collection of essential, authentic items with a contemporary feel, suitable for customers from all age groups. Inspired by the concept of free expression, the three different lines (Urban, Outdoor and Lifestyle) will enable everyone to create their own, exclusive style.

The Urban line includes a Quattrotasche (four pockets) jacket by Dainese ensuring safety, functionality and an excellent fit thanks to the Pro Shape protectors, without ever compromising on the heritage feel inspiring the whole Ducati Scrambler project. The Outdoor line makes the most of the practical, functional character of outdoor garments by adapting them to city life. This process is typified by the Outdoor jacket, with its removable camouflage lining and type-approved soft protectors. Its back-protector rear pocket ensures that the highest safety is available at all times. Lifestyle line is the Ducati Scrambler collection to wear on any occasion. From T-shirts to fleeces, through to trucker caps, belts and a water bottle. Lifestyle items to show off your Ducati Scrambler style anywhere.





Ingredients

Named after the English word “to scramble” (mixing up, blending), the Ducati Scrambler is a form of expression of the rider's identity and lifestyle. The four motorcycle versions (Icon, Full Throttle, Classic and Urban Enduro) are just a starting point to create an absolutely unique, personalised model. Thanks to a wide range of ingredients, each Ducati Scrambler can be customised to suit any owner tastes.

A vast array of Ducati Performance ‘ingredients’ can be used to personalise the Ducati Scrambler. For example, chrome, matt black, or even carbon fibre tank side panels are available. Then there are a variety of solutions regarding the front mudguard, high plate holder, tank bag, canvas and leather panniers, high and low Termignoni slip-on exhaust, headlamp rim and grille, instrument panel rim, vintage grips, rear-view mirrors plus spoked wheels, four different seat versions and the low-slung tapered handlebars.





A new world

First, Ducati wanted to share the arrival of the Ducati Scrambler with the employees who are the very heart of the company. On 9 June they got an exclusive preview when the factory entranceway was transformed into a beach with music, longboards, street food and a huge yellow container, which became a Land of Joy and Ducati Scrambler centrepiece: a surprise event that Ducati had set aside for the inner community of production line/office workers and managers at the Borgo Panigale plant to get them thoroughly involved in the new project and treat them to a very private look at the prototype.

From 18 to 20 July, fans flocking to World Ducati Week 2014 were able to enjoy a similar peek at the new Ducati Scrambler. An island-like “Land of Joy” area was set up in the Marco Simoncelli Misano World Circuit paddock area, perfectly showcasing just what the Ducati Scrambler is all about. Needless to say, the centrepiece was the famous yellow container.

Snippets of info on the look and content of the Ducati Scrambler were also released for the first time ever on the internet in a 3-episode web series made using stop-motion animation (the leading characters were handmade plasticine models painstakingly made by three talented 19-year-olds from Bologna). The series tells the imaginative story of how the Ducati Scrambler ended up in the present day; the main characters were, in addition to the Scrambler itself, Franco and Elvira, the former Ducati employees who headed the original Scrambler advertising campaign in the 70s: at the time he was working at Ducati as a test rider and she – easily as beautiful as any professional model – was working in administration.

Moreover, on Monday 29 September the first images of the Ducati Scrambler were posted exclusively on the Tumblr social network. Tumblr was chosen as it shares the same values as the latest Bologna-built bike: freedom of expression, contemporary style and unbounded sharing.

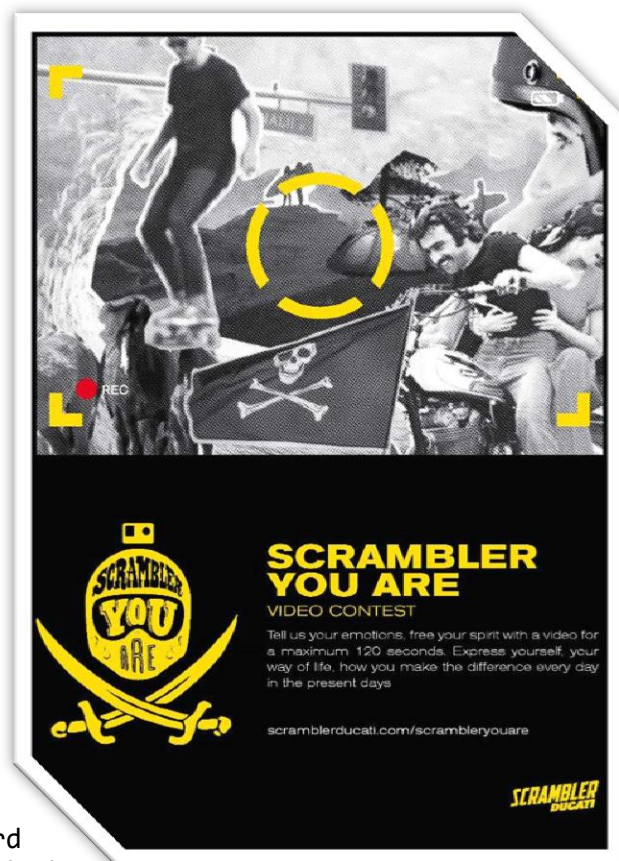
Sharing is what the Ducati Scrambler is all about. That’s why it’s also on Instagram, which hosted a campaign involving influential photographers from all over the world in four photo shoots located in Italy (Sardinia), France (Paris), the United States (California) and Thailand.





Scrambler You Are International video contest

The Ducati Scrambler campaign has also launched the internet-based Scrambler You Are competition, open to all video makers eager to show off their style and skill. The **Scrambler Marathon**, event which was held in Milan on 3rd of November for the Apparel and Ingredients unveil, which enjoyed high levels of public participation, saw the awarding of prizes for the best video entries in the **Scrambler You Are** contest. Including contestants from Spain, the UK, Korea and USA, to Turkey, Poland, Australia, Singapore, Chile, Costa Rica, Portugal, Germany and Italy, there were more than 60 videos to make it to the final. Judged by actress Cristiana Capotondi (President of the jury), journalist Gabriele Niola (Wired), journalist Luca Tremolada (Il Sole 24 Ore), Giulietta Fara, director of the Future Film Festival and Cristiano Silei, Vice President Sales and Marketing for Ducati. First prize went to the video "One day Edit", by Italian Francesco Burlando, taking home 5000 euro. Second prize, worth 2000 euro, went to the video "Pause for Tomorrow" by Singapore-based director Kevin Kristian, while "1 Minute Me" by Rui Durao, a director from Costa Rica, took third place and 1000 euro. All of the videos were published online at scrambleryouare.scramblerducati.com and voted on by the public until 20 October, while the winners videos are now available on the web.



The first edition of the "Scrambler You Are" video contest, which was born to communicate the free spirit and creative soul of the new Ducati Scrambler, has given everyone the opportunity to express their own style and way of life. More than 11.000 fans participated in the voting of the best video.



Self expression

Ducati Scrambler is self expression and the Urban Enduro, Full Throttle and Classic versions offer some great ways of expressing yourself even better. They represent a starting point, providing examples of what the Ducati Scrambler is all about.

Scrambler Urban Enduro



High mudguard, headlight grill, handlebar cross-brace, spoked wheels. The Urban Enduro is ready to switch from city streets to country roads – and back again – in an instant. Perfect for the urban jungle, it's also outstanding when your destination lies at the end of a route less travelled. Its evident off-road qualities are made even more appealing by superb post-heritage styling. The "Wild Green" paintjob merges perfectly with the "urban battleground" and matches the horizontally ribbed brown seat, made with modern fabrics, that provides outstanding ergonomics for rider and passenger alike. The fork protectors, sump guard and headlight grill shield the engine and other key parts of the bike during off-road riding, while the cross-brace stiffens the wide Ducati Scrambler handlebars to give enhanced solidity. Spoked wheels, 3'' x 18'' at the front and 5.5'' x 17'' at the rear, complete its off-road character in style. The Scrambler Urban Enduro is also recognisable by way of the large "X" logo on its tank, a clear reminder of the bike's decidedly off-road nature.



Scrambler Full Throttle



The Full Throttle draws its inspiration from the flat-track and racing worlds. The “Deep Black” tank – which sports a dedicated logo with a yellow-black background – evokes speed, as does the seat which, with its yellow inserts, also draws on flat-track origins. The end result is a sporty look and outstanding rider comfort. With its short tail, the Scrambler Full Throttle evokes the bikes that roar round the oval tracks of the USA and Australia; it also features a Termignoni racing exhaust, homologated for road use. Further distinctive elements on the Scrambler Full Throttle include the light, ergonomic tapered handlebars, making it a perfect everyday bike but with uncompromising racing panache.



Scrambler Classic



The Classic is for riders who want 1970s styling and details plus the pure riding pleasure and practicality of a modern bike. With its metal mudguards, traditional plate holder, and spoked wheels (the same size as the alloy ones, 3'' x 18'' at the front and 5.5'' x 17'' at the rear) this is, perhaps, the version that embodies the essence of motorcycling more than any other. The Scrambler Classic logo is the one that most resembles its 1970s counterpart, perfectly matching the "Orange Sunshine" of the tank which, just like the original Scrambler, features a central black stripe. Lastly, the retro flavour of the Scrambler Classic is enhanced even further by the lozenge-patterned stitching on the brown seat.



Overview of Ducati Scrambler models and features

Scrambler Icon

- **Colours**
 1. “‘62 Yellow” with black frame and black seat
 2. “Ducati Red” with black frame and black seat
- **Features**
 - Steel teardrop-shaped tank with interchangeable aluminium side panels
 - Low seat (790 mm) for perfect stationary manoeuvrability
 - Low weight (170 kg dry) and low centre of gravity
 - Wide handlebars for a relaxed riding position
 - Headlight with glass parabola and ultra-modern LED light guide
 - Rear light with suffused-light LED technology
 - LCD instruments
 - L-twin air-cooled 803 cm³ engine
 - Machine-finished aluminium belt covers
 - Twin spar steel Trellis frame
 - Die-cast aluminium rear swingarm
 - 10-spoke alloy wheels, 18’’ front, 17’’ rear
 - Enduro-derived Pirelli tyres optimised for the Ducati Scrambler
 - Dual-channel ABS as standard
 - Spacious under-seat storage compartment with USB socket





Scrambler Urban Enduro

- **Colour**

1. "Wild Green" with black frame and brown seat

- **Features**

- Spoked aluminium wheels
- Engine sump guard
- High front mudguard in plastic fibre
- Headlight grill
- Handlebar cross-strut
- Plastic fibre fork protectors
- Dedicated seat with horizontally ribbed stitching pattern and modern fabrics
- Dedicated logo





Scrambler Full Throttle

- **Colour**

1. "Deep Black" with black frame and black seat

- **Features**

- Low-slung type-approved Termignoni slip-on
- Low, tapered-diameter handlebars
- Flat-track style seat with yellow inserts
- Indicator lights support
- Sports style front mudguard
- Black fuel tank side covers
- Dedicated logo





Scrambler Classic

- **Colour**

1. "Orange sunshine" with black frame and brown seat

- **Features**

- Spoked aluminium wheels
- Front and rear metal mudguards
- Dedicated seat with lozenge-type stitching pattern
- Fuel tank with black central stripe, just like the 70s Scrambler
- Dedicated logo





Post-heritage design

When the Ducati Design Center started working on the Ducati Scrambler the goal immediately became a very clear one: to revive a legend while, simultaneously, building a truly modern bike. A new bike inspired by the iconic 70s model but with all the technical specifications of a present-day one. That's why, for example, the bike features an upside down stanchion fork, alloy rims, a rear monoshock, and front radial-mount calipers.

Everything on the Ducati Scrambler has been designed to be as "Ducati" as possible while remaining faithful to the style of its inspiring predecessor. Firstly, there's the tank, sculptural and lovingly shaped yet loyal to the original teardrop design of the 70s model, including the 'upward sloping' look. Additional character is provided by the tank side covers: made of brushed aluminium, they're interchangeable to allow plenty of scope for personalisation and feature version-specific logos.

Seat and tank have been formed carefully to give the Ducati Scrambler eye-pleasing proportions. A compact bike, the Ducati Scrambler instils confidence from the moment you set eyes on it. It's been sized to make it accessible to all motorcyclists while its long seat maximises comfort and can accommodate a passenger comfortably, because the Ducati Scrambler is all about sharing too.

A great deal of thought has gone into every detail on the Ducati Scrambler, including the ultra-modern rear swingarm and the exhaust pipe routing, a layout that echoes the look seen on the latest Ducati naked. The short silencer and the rear mudguard tip have been designed to make the bike more compact, as have the passenger grab handles, hidden by the openings on the upper part of the seat.



Redesigned for the present day, the round headlamp is a key part of the Ducati Scrambler look. Ultra-modern LED light guide technology (used for the side lights) underlines the outstanding level of technical expertise. The filler cap, which sports the inscription "born in 1962", reflects the closure system in vogue in the 70s; similarly, the key, once inserted in the switchgear on the headlamp unit, recalls the design of the original light switch. Under-seat moulding provides another 70s design throwback.



Components

Lighting



Together with the fuel tank, the front headlamp is one of the most characteristic features of the Ducati Scrambler. Round, classically designed yet contemporary - that is, post-heritage - it has a glass front with a modern, LED-powered light guide around the rim (this acts as a side light). When on, it recalls the popular 70s stratagem of applying protective adhesive tape to off-road bike headlights. The high-beam function is performed by a single bulb hidden behind a Ducati-logoed screen. Moreover, the contrast between the cold white side light and warm yellow headlamp gives the Ducati Scrambler yet another personality boost.



At the rear, instead, lies a full-LED unit. This gives off a suffused light and features a technology unprecedented on motorcycles; this 'soft' effect is, in fact, achieved by combining an opaque light-diffusing lens with a 12-LED electrical card (18 LEDs when the brake is applied).

The bulb-powered indicators - positioned to the sides of the headlamp and on the rear mudguard - match the Scrambler style to perfection. Ducati Scrambler riders are also provided with a hazard light function, activated simply by holding down the left indicator button for three seconds.

Instrumentation

The Ducati Scrambler instrument panel consists of a single, round unit positioned above and slightly to the right of the headlamp. Fully digital, it has an engine rpm scale resonant of those seen on '70s motorcycle speedometers (i.e. in the lower part of the instrument body). As engine revs increase the digits light up clockwise (right to left). Ducati Scrambler instrumentation also features two trip odometers and one total-mileage odometer, a trip fuel indicator, an air temperature display, maintenance reminders, a clock, and fuel reserve and ABS warning lights. Riders can also count on an engine oil pressure warning light, high beam indicator, neutral indicator, turn signal indicators, immobilizer and over-rev warning light.





Controls

Post-heritage styling is also evident on Ducati Scrambler controls. The wide handlebars house a classic wire-connected twist-grip throttle together with an axial-pump front brake lever with 4 different position settings. Minimalist Ducati Scrambler design continues with the cable-actuating clutch lever. The switchgear is characterised by the now-standard yet exclusive "trigger catch" that slides down to cover the starter button when the kill switch is activated. It's the same one used on all Ducati bikes, its high tech design underscoring the post-heritage style of the Ducati Scrambler.

The black painted die cast aluminium footrest plates support the gear change lever and the off-road type rear brake lever.



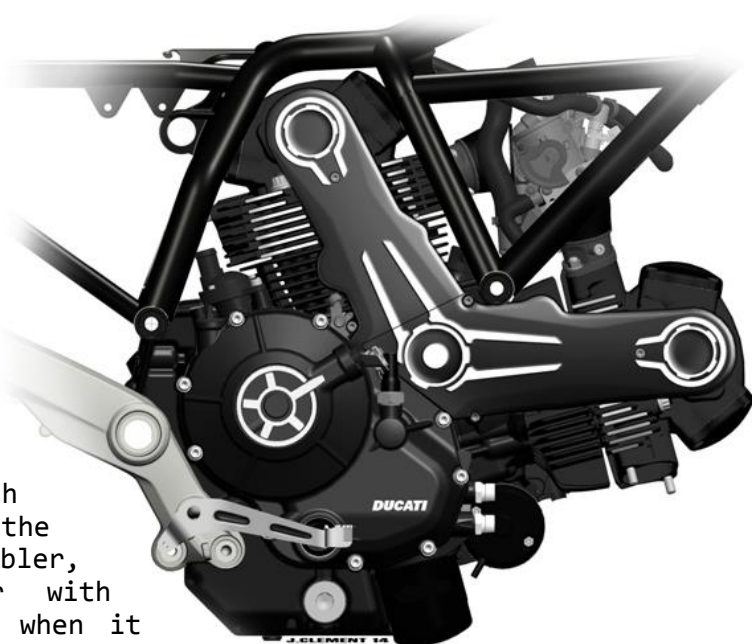


Engine

An oil cooled L-twin two-valve 803 cc engine powers the Ducati Scrambler. Derived from the Monster 796 engine, it has an 88 mm bore, a 66 mm stroke and has been redesigned to give smooth acceleration throughout the rev range. The Desmodue engine on the Ducati Scrambler has light machine-finished aluminium covers, including those on the clutch and alternator. The two belt covers are also made of aluminium and have, likewise, been machine-finished to enhance aesthetics.

To ensure smooth integration with the compact steel teardrop tank, the Desmodue engine on the Ducati Scrambler features a single 50 mm throttle body with two sub-butterfly injectors: this solution ensures fluid power delivery and accurate control of the fuel being aspirated into the cylinders.

Pistons and crankshaft are the same as those on the Monster 796 and Hypermotard 796 power units, while the camshafts have been designed to ensure linear power delivery thanks to the adoption of an 11° valve overlap angle. The 2-in-1 exhaust with aluminium silencer has been specially designed for the Ducati Scrambler. It features an aluminium heat plate for improved rider protection and is EURO 3 compliant.

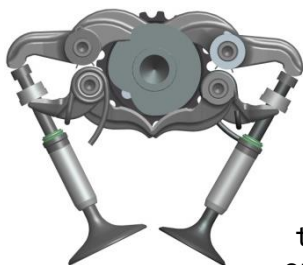


The gearbox is a 6-speed unit while the multiplate APTC oil bath clutch with cable actuation, while emphasising the minimalist nature of the Ducati Scrambler, provides a light-touch brake lever with outstanding 'feel', a real plus point when it comes to the continuous stop-and-go of inner city traffic. Moreover, it features a torque-linked anti-hopping system that prevents rear wheel chatter when downshifting.

The twin-cylinder Desmodue engine on the Ducati Scrambler has been designed to favour smooth running and fluid acceleration throughout the rev range, putting out 75 hp (55.2 kW) @ 8,250 rpm and 50.2 lb-ft (6.9 kgm) of torque @ 5,750 rpm. Just like the Ducati Scrambler itself, it is designed to be simple and accessible and also features generous 12,000 kilometres maintenance intervals.



Desmo delight



The Ducati Scrambler is iconic, as is the celebrated Ducati Desmo, the engine valve closure system that has made Ducati famous all over the world. This system opens and closes the intake and exhaust valves positively and precisely, using a system of cams and levers. The term desmodromic stems from the Greek words *desmos* (link) and *dromos* (stroke); mechanically speaking, the term refers to mechanisms with a control to operate them in one direction (e.g. opening) and another which acts in the opposite direction (closure or return).

However, the desmodromic concept is not a recent one and has been used in the motorcycle and car industries for some time. It first appeared, in a variety of forms, way back at the start of the twentieth century. In 1956 renowned engineer Fabio Taglioni set Ducati off along the desmodromic path: the first bike to feature the solution was the Grand Prix 125, which had three overhead camshafts, driven by a vertical shaft and a bevel gear.

From that point on desmodromic history became a Ducati exclusive and in 1968 the company started producing this timing system as standard with the Mark 3 Desmo 350. This milestone of a motorcycle essentially had the same timing system as current 2-valve twin cylinder engines like the one on the Ducati Scrambler, clear evidence of the concept's soundness. Used on all Ducati models, the system is also employed on Ducati Corse's Superbikes and Desmosedici MotoGP bikes.



Chassis

Frame

The Ducati Scrambler features a twin upper spar steel Trellis frame. Essential and elegant, the Ducati Scrambler frame embraces the engine and extends beneath the seat, providing the stiffness one expects from a real Ducati. Thanks to a steering head angle of 24° and a 112 mm offset on the fork yokes, manoeuvrability is outstanding both in city traffic and on Alpine hairpins. Thanks to the wide handlebars, weaving your way through the urban obstacle course on a Ducati Scrambler is child's play, while the 1445 mm wheelbase maximises stability at high speeds. The steel fuel tank, with that unmistakable teardrop contour, has a capacity of 13.5 l (3.6 US gal). With an excellent frame and outstanding chassis geometry, the Ducati Scrambler makes for relaxed riding that is easy yet fun. User-friendly and agile, the Ducati Scrambler is a source of endless satisfaction on both city streets and the open road.

Suspension

The Kayaba suspension system on the Ducati Scrambler makes use of a 41 mm upside down stanchion fork and a monoshock with adjustable spring preload. Both provide 150 mm of wheel travel, ensuring the tyres hug the ground whatever the terrain, from city streets to undemanding off-road routes. It is this mix of comfort and performance that makes the Ducati Scrambler unique, letting riders express themselves to the maximum everywhere and anywhere.

Wheels and tyres

All new aluminium 10-spoke wheels – of evident flat-track origin – come as standard on the Ducati Scrambler. The design is a throwback to the days of thin, criss-crossed spokes inserted in the hub. The 3'' x 18'' front rim and the rear 5.5'' x 17'' one have been designed to be light and mount the new enduro-type Pirelli MT60 RS 110/80 ZR18 tyre at the front and the 180/55 ZR17 at the rear; featuring a chunky tread pattern, these tyres are produced exclusively for the Ducati Scrambler. The result is outstanding performance on surfaces of any kind.

Brembo braking system with 2-channel ABS

The Ducati Scrambler features Brembo braking using the Bosch 9.1 MP AMS system with an internal pressure sensor. To combine maximum stopping performance with minimalist styling the front wheel has a single 330 mm disc, no less than 5 mm thick, with a 4-piston Brembo M 4.32B monobloc radial-mount caliper. This heavy duty single-disc front brake solution was chosen to leave a clear view of the wheel design on the right. At the back, instead, a 245 mm disc is gripped by a caliper with a 32 mm piston.

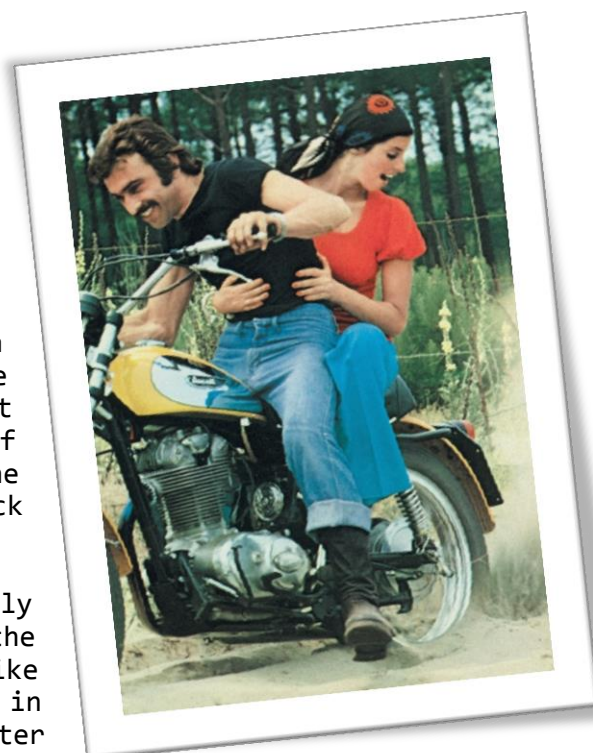


A bit of history

The Scrambler was designed following a request from the Berliner brothers, the US importers of Ducati bikes in the 1960s. They wanted a bike that would suit the tastes of American bikers. Initial contact was established by Giorgio Monetti - famous for his round-the-world ride together with Leopoldo Tartarini - who was then Sales Manager at Ducati. It was agreed that the bike would have to be extremely practical and the design work was entrusted to Renzo Neri, who, even though he was Technical Department Manager at the time, was known to have a skilled hand: the designs for the tank, seat and mudguards are, in fact, his. The first Scrambler went into production in 1962 and was modified uninterruptedly until 1968, when the real "long engine cover" Scramblers appeared, followed by the 250 and 350 versions and, in 1969, the 450.

The first Scrambler series included some bikes with desmodromic cylinder heads and was the subject of continuous technical adjustments until production was discontinued in 1975. For a variety of reasons, the Scrambler was an enormous success. First of all, it embodied the rebellious, unconventional spirit of the time. It also had an exceptional frame, good enough to even be used on the racetrack. Also, it had a purpose-built engine, and great overall performance with a perfect central riding position made it one of the most enjoyable bikes of the period. Last but not least, it was cool: rounded lines with a hint of both classic and modern blended seamlessly with the bright colouring, which stood out against the black chassis setup and chrome tank.

The first Scrambler model is universally acknowledged as the meeting point between the American and European schools of motorcycling. A bike that defined an era, it became a Ducati milestone in much the same way that the 916 and Monster later would.





Extra

Videos

- [Franco & Elvira Story](#)
- [Scrambler I'm free](#)
- [Scrambler Beach Party](#)
- [Land of Joy WDW](#)
- [Scrambler Beach Party at WDW2014](#)
- [Scrambler You Are](#)
- [1° classificato Scrambler You Are](#)
- [2° classificato Scrambler You Are](#)
- [1° classificato web Scrambler You Are](#)

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