



Ducati Air Bike Contest

Definition and organisation of the artistic contest

“Ducati Air Bike Contest” is an artistic contest (“Contest”) promoted by Ducati Motor Holding S.p.A – a sole Shareholder Company - an Audi Group Company, based in Via Cavalieri Ducati, 3 – Bologna Italy, VAT no. 05113870967 (hereafter “Organiser” or “Ducati”)

Aim and theme of the Contest

As specified in the section entitled "Participation in the Contest", the Contest will reward artistic works created in the form of videos that film the participant in the Contest simulating the riding of an imaginary bike in the most creative and humorous way (hereafter "Works"). The winner will be awarded one pass valid for access to the paddock of the racetrack hosting the race selected by the participant at the time of registering for the Contest ("Paddock Pass"). The Paddock Pass will only be valid for the day of the MotoGP race selected. The race dates are those listed on the official championship calendar. No changes of date or race will be permitted.

Contest Details

The contest will open on 10 July 2013 at 3pm (CET) and will close on 31 October at 11.59pm (CET). Registrations received after this time will not be taken into consideration (the entry date is the date the Work was sent to the platform). The Contest is regulated by Italian legislation.

Participants in the Contest

The Contest is open to all those who are 18 or over, or that have reached the legal age of consent in their home country. These criteria will be verified when the prize is awarded.

Participation in the Contest

To participate in the Contest, record a video in which the participant films him/herself or other people simulating the act of riding an imaginary bike in a creative and humorous way.

The video can involve other people in addition to the participant but there is only one prize, which will go to the person who submitted the entry in accordance with the procedure outlined above.

Any titles and/or text in the video must be written in English or, if in original language, there must be an accompanying translation in English. Works containing



text in other languages that are not also translated into English will not be taken into consideration.

The participant can submit more than one video for the same MotoGP race that he/she plans to select.

However, each video can be submitted for one and only one date among those listed on the official MotoGP calendar.

Registering for the Contest

To participate in the Contest you must:

- first upload your Work to the platform www.youtube.com ("YouTube");
- once you have uploaded your Work and obtained the relevant link, continue by registering on the web site www.airbike.ducati.com, follow the instructions that include sharing the link to your Work and accept all of the terms and conditions of the Contest.

Participation in the Contest is free of charge. By registering, each participant guarantees that he/she is the legitimate author of the Work and that the Work is original and unpublished.

Ducati reserves the right to remove and/or exclude from the Contest any Works that are vulgar, offensive, that could damage the image of Ducati or third parties, or that contain dangerous and/or illegal behaviour.

Selection of the winner and prizes

A jury made up of Ducati employees will select, at its own incontestable discretion, the winning Work (video) from among those received by the deadline laid down by the Regulation and complying with the rules. The prize will be awarded to the Work that is considered to be the most fun and creative according to the personal tastes of the judges.

- The winner will be announced exactly 10 (ten) days before the relevant MotoGP race date, or rather on the Friday of the week preceding the said race date, via the following channels:
 - Web site www.airbike.ducati.com
 - On the Ducati.com site and/or on the official Ducati web site of the country hosting the race in question (where available)
 - Official Ducati Facebook page (www.facebook.com/Ducati)
 - On Ducati's official Twitter profile (twitter.com/DucatiMotor)
- The winners of the Contest will be contacted by email or phone. The winners are obliged to reply within 48 hours of being notified of the win or risk losing the prize.



- The prize does not cover any transport and/or food and/or accommodation expenses en-route to, or at, the racetrack. All of the aforementioned expenses are to be borne by the winner.
- If the winner turns down the prize within the 48 hours available for providing a response, the prize will be awarded to the next winner selected by the jury, and so on until the prize is accepted.
- By participating in the Contest the author of the Work accepts total responsibility for the contents of said work, including any violation of third party rights. By submitting his/her Work to the Contest the participant relinquishes all of the intellectual property rights and image rights connected to the Work to Ducati. Ducati reserves the right to publish and/or use the Works in subsequent communications or initiatives without any restrictions regarding time and/or place and/or method of communication or support. The Works may, for example, be used during trade shows or exhibitions and/or used in advertisements and diffused to media sources. Furthermore, Ducati reserves the right to organise a series of events at its own discretion, also on an international level, to promote the talent of the winners of the Contest and their Works. It is understood that the author of the Work can decide whether to participate in such events or not.

The participating Works and/or winners of the Contest and the names of the authors will be published on Ducati channels for 6 months from the closing date of the contest.