

DAMAST #doccetteria renews collaboration with Team Aruba.it Racing-Ducati for the 2026 World Superbike Championship

Passion, performance and determination are the values that unite the team and the company, together again for the new season debuting this weekend at the Phillip Island circuit in Australia.

Inverio, February 2026 – Also for 2026, Damast #doccetteria renews its partnership as official technical sponsor of Team Aruba.it Racing-Ducati in the World Superbike Championship. This partnership continues for the fourth consecutive year, based on shared values such as passion, determination and the pursuit of maximum performance.

The new 2026 World Superbike season was officially presented at the Auditorium of the Aruba Global Cloud Data Center in Ponte San Pietro (Bergamo). During the unveiling event, a spectacular gala dinner hosted by Sky Sports journalist Vera Spadini and attended by over 200 guests, institutional representatives and the team's two riders, the Ducati Panigale V4 R bikes set to race in the championship were revealed.

Concetta Mastrolia, CEO of Damast, commented: "The renewal of our partnership with Team Aruba.it Racing-Ducati confirms Damast's path towards offering significant opportunities for visibility and relationships with clients and partners. Supporting the world of two wheels means sharing values such as determination, reliability and team spirit, fundamental principles that also guide our commitment."

A historic occasion: Ducati's Centennial

2026 marks a legendary milestone: the season coincides with the centenary of Ducati, one of the most successful racing teams in the history of world motorcycling. Damast is also part of this anniversary, celebrated with a new bike livery in "matte centennial red" featuring a double white stripe. The design explicitly recalls the historic Grand Sport "Marianna," the first motorcycle that marked Ducati's entry among motorcycle manufacturers.

The event was attended by hosts Stefano Cecconi (CEO of Aruba) and Claudio Domenicali (CEO of Ducati), Serafino Foti (Team Manager Aruba Racing) and Mauro Grassilli (Sporting Director Ducati Corse), with a video message from Luigi Dall'Igna. Representing Damast were Giuseppe Reale, Marketing Director and Emiliano Facchi, Sales Director.

The Ducati Panigale V4 R

The Damast logo is applied on the Ducati Panigale V4 R in a new strategic position: the rear fender, an area that represents a key element in the technical evolution of the model for the 2026 Championship. This choice highlights a distinctive point of the bike, emphasizing its innovation and racing character.

Dubbed the "queen bike of the World Superbike Championship," the Ducati Panigale V4 R represents the ultimate expression of Ducati racing technology adapted for the road, bringing the competition DNA to its 219 limited-edition units produced for true enthusiasts of the category.

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The protagonists of the 2026 season

Team Aruba.it Racing-Ducati aims for the top of the standings with a pair of top-level riders. Nicolò Bulega has had an extraordinary rise in recent years in SuperBike, finishing last season with 14 wins and 32 total podiums, placing second overall, just 13 points behind the world champion. He declares himself determined to win the championship in what is already a historic season. Iker Lecuona is the team's new addition, a 25-year-old talent considered a great promise with extensive world championship experience, ready to fight for the title in his first season with Team Aruba.it Ducati.

There are 12 events scheduled for the world championship: the highly anticipated debut will take place in Australia this weekend, February 20–22, with the final in Spain on October 16–18.

DAMAST #doccetteria

For twenty-five years, Damast has specialized in showers, showerheads, and slide rails. The company promotes a new way of living the bathroom space, placing shower culture at its core through the neologism **#doccetteria**. Damast fuels its goals every day with passion, through products of Italian taste, style, and know-how, conceived and manufactured with care.

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