



# PRESS RELEASE

July 21, 2026

**MHP combines gaming technology and AI content at Ducati**

## From digital configuration to customized motorcycle

- Ducati's digital configuration process for the Multistrada V4 seamlessly connects customer experience and manufacturing – customized details are installed directly on the production line in Borgo Panigale
- The Elastic Content Platform (ECP) from MHP provides the technical foundation, linking gaming technology with AI-generated content
- Significantly lower production costs through the content platform and AI

**Ludwigsburg/Neuburg an der Donau** – The management and IT consultancy MHP is integrating Artificial Intelligence (AI) into Ducati's industrial value chain. Following the full rollout of the online configurator for all models in 2024, the next development stage is now being implemented for the Multistrada V4 model series: The Elastic Content Platform (ECP) from MHP combines production-relevant configuration data with AI-supported content creation. For the first time, customized colors, options, and accessory variants are transmitted directly to the production line at Ducati's headquarter in Borgo Panigale.

Markus Wambach, Group COO at MHP: "At the heart of this initiative is the seamless connection between the digital configuration experience and real-world manufacturing. Customers can not only customize their motorcycle online – their selected options are integrated directly into the manufacturing process and produced individually on the assembly line. This merges configuration, ordering, and production into one continuous digital process."

### AI-generated visual worlds instead of traditional renderings

For the first time, Ducati is combining CGI product data with AI-generated backgrounds. All motorcycles continue to originate entirely from Ducati's CGI pipeline and remain fully product-accurate. What is new is that the environments are now created using Artificial Intelligence. The foundation is the ECP Studio from MHP, which is based on Epic Games' Unreal Engine for real-time rendering and AWS Cloud for high-performance rendering. All final images are created entirely digitally, without physical sets, logistics, or traditional post-production. This enables Ducati to produce visual content far more cost-effectively than conventional photoshoots, which typically incur six-figure costs. In the ECP Studio, product data from the CGI pipeline is combined directly with AI-generated backgrounds.

**MHP**  
A PORSCHE COMPANY

#### Contact

MHP Management-  
und IT-Beratung GmbH

**Benjamin Brodbeck**  
Head of Public Relations  
+49 (0) 152 33 14 58 09  
[Benjamin.Brodbeck@mhp.com](mailto:Benjamin.Brodbeck@mhp.com)



**Rebecca Vlassakidis**  
Spokesperson Digital Factory,  
Logistics & Customer Experience  
+49 (0) 152 55 86 10 49  
[Rebecca.Vlassakidis@mhp.com](mailto:Rebecca.Vlassakidis@mhp.com)



MHP Media / Newsroom  
[www.mhp.com/newsroom](http://www.mhp.com/newsroom)

For the motorcycle manufacturer, this means significantly lower marketing production costs, ability to generate different outputs and backgrounds, faster market launches, and flexible adaptations for different markets. Compared to a typical agency lead time of twelve weeks (which is based on proven experience from previous projects involving only photoshoot-based productions), MHP enables this implementation in just two weeks – up to six times faster.

### **From Configuration directly to Manufacturing**

For the first time, personalization is being fully integrated from the digital experience all the way to the production line. The Multistrada V4 is the first model range connected to the new “Ducati Factory Made” program, enabling the production of motorcycles with customized colors, options, and accessories. Specifically, the Multistrada V4, S, Pikes Peak, Rally and RS models can be configured with dedicated equipment and custom designs, including ergonomic options such as different seat heights, brake caliper colors, or technical features like additional headlights. With just a few clicks, the bike can be designed and viewed in a 360-degree perspective.

Emma Schröder, Associated Partner in the Customer & Service Platforms (CSP) division at MHP: “The figures clearly demonstrate how successful these digital configuration options are for the motorcycle manufacturer: since the release in 2024, Ducati has significantly increased traffic – especially thanks to the 4K photorealism, multiple viewing perspectives, and the 360-degree view of the motorcycle. With the new update, motorcycle enthusiasts become even more connected to the brand because they are now part of the entire selection and production process.

### **About the MHP ECP Platform**

Technologically, the platform is based on Epic Games’ Unreal Engine for real-time rendering, combined with a hyperscaler for scalable deployment. In industry, such architectures are increasingly regarded as key technologies for connecting digital twins, real-time visualization, and flexible production models. Following Pagani, Aston Martin, Mercedes-Benz Vans, Ineos, Lotus, and Porsche, Ducati is now also leveraging the advantages of the visualization platform.

### **About the management and IT consultancy MHP**

MHP is a German management and IT consultancy headquartered in Ludwigsburg. For three decades, the company has been driving the transformation of processes and products for around 300 clients worldwide. As a trusted partner in the automotive, manufacturing, aerospace, public, and defense sectors, MHP supports its clients in strategy and IT transformations across the entire value chain. A subsidiary of Porsche AG, the company provides both strategic and operational consulting in key areas such as factory planning, supply chain management, integration and scaling, cybersecurity, artificial intelligence, program management, and platforms & ecosystems. The goal is to sustainably enhance speed, sovereignty, and resilience. With around 4,500 employees worldwide, MHP is united by a shared commitment to excellence and long-term success. This ambition continues to drive the company – today and in the future.