

# NEWSWATCH: Ferrari ups production, Audi to keep Ducati



By [Ilse van den Berg](#)

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Ferrari has announced that it may raise its production output to 9,000 cars in 2018 and Audi has announced that it plans to keep Italian motorcycle brand, Ducati.

## Ferrari ups production



Image via [Ferrari](#)

[According to reports](#), the increase is part of chief executive officer Sergio Marchionne's plan to boost profit by expanding the Italian manufacturer's lineup while maintaining the exclusivity of its costly models. It plans to achieve its goal by doubling factory shifts to two a day. It is believed that Marchionne will present Ferrari's latest mid-term strategy early next year.

## Audi keeps Ducati



Image via [Ducati](#)

According to [a report](#) on *Motor Trend* Rupert Stadler, Audi's chief executive told *Reuters* that the car manufacturer "has

taken steps to reduce costs by \$11.8 billion and started to create better ties with Porsche as part of an alignment strategy for both luxury brands." Stadler reportedly said that there is "no economic need" to sell Ducati.

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## ABOUT ILSE VAN DEN BERG

Ilse is a freelance journalist and editor with a passion for people & their stories (check out Passing Stories). She is also the editor of Go & Travel, a platform connecting all the stakeholders in the travel & tourism industry. You can check out her work [here](#) and [here](#). Contact Ilse through her website [here](#).

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