

DUCATI NORTH AMERICA CEO MICHAEL LOCK AWARDED EXECUTIVE OF THE YEAR BY POWERSPORTS BUSINESS MAGAZINE***Leading Motorcycle Authority Proudly Announces Lock as 10th Annual Recipient of Prestigious Ehlert's Powersports Award***

Cupertino, CA – April 25th, 2006 - Capping off a remarkable a year filled with high-profile bike releases and rising sales, Ehlert's Publishing Group awarded Ducati North America CEO Michael Lock as their 2006 Powersports Business Executive of the Year. The prestigious accolade acknowledges Lock's significant accomplishments at the U.S. helm of the world famous Italian superbike manufacturer. Lock graciously received this industry honor April 20th at the 10th annual Ehlert's Powersports Awards and Appreciation Dinner in Newport Beach, California.

Regarded as the authority in the motorcycle industry, Powersports Business selected Lock for the award by a collective panel of leading editorial experts and industry authorities. The magazine distinguished Lock from several other accomplished motorcycle executives after seeing his significant achievements in 2005, guiding Ducati North America to its highest retail sales in the company's history and completing a sales increase of more than 43% since 2003.

Lock joined Ducati North America from Ducati UK less than four years ago and since has become a driving force in assisting his dealers with special programs to increase sales. Lock also played an integral part in helping Ducati North America reduce national motorcycle inventory to an all-time low and concurrently improving the company's parts distribution and supply chain, an important source of revenue. Additionally, Lock orchestrated the impressive rise in Ducati's apparel and accessory sales, up 75% and 38% respectively for the year.

In addition to tremendous success in bike retail, Lock and his team helped Ducati become a serious contender in this year's U.S. AMA Superbike Championship with a talented two-rider team of Ben Bostrom and Neil Hodgson. Last year, Ducati was one of only two motorcycle manufacturers to win an AMA Superbike Championship event. Projecting a positive brand image during race days was a major priority for Lock, who offered European-style trackside hospitality for Ducati owners and feels continuing Ducati's successful racing heritage in the U.S. is vital to the company's overall success.

"Three years ago, being nominated for this would have been an impossible dream. Now, this award affirms that we have started down the road to success" says Lock. "The Ducati team is truly proud of our work thus far and we look forward to continuing to raise our game to exceed our dealers and customers expectations of what this fine brand can ultimately achieve."

Founded in 1926, Ducati builds racing-inspired motorcycles characterized by unique engine features, innovative design, advanced engineering and overall technical excellence. The Company produces motorcycles in six market segments which vary in their technical and design features and intended customers: Superbike, Supersport, Monster, Sport Touring, Multistrada and the new SportClassic. The Company's motorcycles are sold in more than 60 countries worldwide, with a primary focus in the Western European, Japan and North American markets. Ducati has won thirteen of the last fifteen World Superbike Championship titles and more individual victories than the competition put together. For more information about the Company, please visit our web site at www.ducatiusa.com.



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