



DUCATI DESMOSEDICI RR WINS CYCLE WORLD'S "BEST SUPERBIKE" AWARD

Cupertino, CA (23 May 2008) - Ducati North America is proud to announce that its Desmosedici RR MotoGP replica has been awarded "Best Superbike" for 2008 by Cycle World Magazine. This honor for the bike comes the same week as winning the Robb Report's "Best of the Best" award for 2008.

Cycle World, the world's largest motorcycle magazine, publishes its "10 Best" on an annual basis in May; encompassing the ten major categories of motorcycling. The Superbike category honors the top echelon of Sport Bike technology, a niche the Italian company specializes in. Ducati has now been the fortunate recipient of this award for the past two years; winning it for the breathtaking 1098 Superbike in 2007, and again this year for the Desmosedici RR; the Bologna manufacturer's road going evolution of its Grand Prix machine.

Unveiled at the Italian Grand Prix in 2006; the Desmosedici RR can be considered the most exotic performance motorcycle on the planet. With 200 horsepower on tap and such precious materials as magnesium, titanium and stainless steel encased in carbon fiber bodywork; it represents the epitome of what a sport bike should be: fast, lightweight and aerodynamic.

"Simply outrageous best describes Ducati's Desmosedici RR, a modern marvel of moto tech that defies all rules of logic. Sure, this Moto GP refugee represents complete and total overkill for the street, but even more astounding is the fact this bike need not even exist. With no homologation rule within the sport's premier class, the D16RR provides 200 horses of heart-pounding proof that the storied Italian manufacturer truly is fuelled by passion in its pursuit of performance excellence. We called it "magic in the streets" and "a masterpiece with a warranty." How could we not consider the world's first street-legal MotoGP replica to be anything less than the years best Superbike?" said Cycle World.

"Ducati invented the word 'Superbike;' so we take this award seriously," stated Michael Lock, CEO of Ducati North America. "Best Superbike is a fitting title for our latest masterpiece. We are very proud to bring the MotoGP experience to the street."

For more information about the Ducati Desmosedici RR; please visit www.ducatiusa.com.

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 five market segments which vary in their technical and design features and intended customers: Superbike, Hypermotard, Monster, Sportclassic, and Multistrada. The Company's motorcycles are sold in more than 60 countries worldwide, with a primary focus in the Western European, Japanese and North American markets. Ducati has won fourteen World Superbike titles and more individual victories than the competition put together. For more information about the Company, please visit our web site at www.ducati.com.

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