

## DUCATI NORTH AMERICA DELIVERS 1000<sup>TH</sup> 1098

### *Military Captain with Stints in Iraq Purchases Record-Setting Bike*

*Cupertino, Calif. (April 29, 2007)* - When Cpt. Yaqui Oselen of Atlanta purchased the 1,000<sup>th</sup> Ducati 1098 sold after deliveries began 10 weeks ago, it capped a record-setting quarter for the iconic brand in North America. Led by the flagship 1098 Superbike family, the first three months of 2007 closed with Ducati retail sales up 15 percent over last year's record first quarter.

Currently serving the Adjutant General Corps, Cpt. Oselen has 15 years of total military service, including time in Iraq when he was a Branched Air Defense Officer. The red 1098 is his fourth Ducati and his second from Atlanta Triumph Ducati.

"Riding my Ducati is a lot like flying – I just get total enjoyment from it," said Cpt. Oselen. "It was an exotic toy to have initially. Quickly I became a sucker for the sound and handling and it became my bike of choice. I owned a Ducati 999 and when I got on the 1098 I immediately noticed the gains in horsepower and speed and the tires seemed to just stick to the road."

The dealership opened in the 1970s in Athens, Ga. and was known as "Cycle Specialties." It moved to Atlanta five years ago, changed its name to Atlanta Triumph Ducati, and has become one of the most successful Ducati dealerships in the nation. Atlanta has become a key market for Ducati in North America with its southern climate and perfect roads in all directions to satisfy every type of rider.

The 1098 Superbike is the most powerful twin-cylinder motorcycle in the world. This incredible machine produces a jaw-dropping 160 hp and 90.4 ft lbs of torque, and weighs a mere 381 pounds, giving it the highest torque-to-weight ratio of any sport bike on the market today. The 1098 carries a MSRP of \$14,995 and the 1098 S model is priced at \$19,995. A limited-edition Ducati 1098 Tricolore, featuring an evocative Italian red, white, and green racing livery and equipped with a special Termignoni performance exhaust sells for \$24,995.

*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](http://www.ducatiusa.com).*

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