



DUCATI NORTH AMERICA GROWS MARKET SHARE COAST TO COAST

New Dealership Openings and Highest Ranking in Customer Prospect Satisfaction Index Contribute to Company Success Nationwide

Cupertino, Calif. (May 20, 2009) – Ducati North America is delighted to announce a significant boost in market share across the United States for the first quarter of 2009. Despite adverse market conditions and a drying up of consumer credit, Ducati is attracting a bigger share of the market than ever before.

"Ducati has come a long way in the last couple of years," said Michael Lock CEO of Ducati North America. "We have introduced business improvements, developed market leading bikes, dominated international road racing and are very focused on the needs of our growing customer base. All of these factors have greatly contributed to our growing sales and market share success across the U.S."

In 20 of the country's most important metropolitan markets Ducati stands apart from its competitors by maintaining more than 10 percent of the key Sport and Streetbike sales in each market. Nationwide, the brand captures 5.8 percent of sales in its competing sectors. This historic high has been strongly influenced by the success of the brand's iconic Monster family and its world-class Superbike family. Additionally, unique promotional and event-based marketing by local dealers have created a powerful presence for Ducati in the following cities:

Ashville, NC
Boston, MA
Buffalo, NY
Denver, CO
Honolulu, HI
Kansas City, KS
Los Angeles, CA
Miami, FL
Milwaukee, WI
Monterey Bay, CA
New York City, NY
Oklahoma City, OK
Omaha, NE
Orange County, CA
Phoenix, AZ
Portland, OR
San Francisco, CA
San Jose, CA
Santa Barbara, CA
Washington, D.C

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Ducati's commitment to exceptional customer service is evidenced by Ducati's dealer network nabbing the top spot in the 2009 Pied Piper Prospect Satisfaction Index® (PSI) U.S. Motorcycle Industry Study. Over the last three years, Ducati dealers consistently improved their customer interaction and dealership experience and now lead all brands in overall satisfaction. While other brands are retreating, Ducati continues to improve existing retailers as well as add to its dealer network in key markets including Atlanta, Newport Beach, Sacramento and Newburgh, NY.

The introduction of the highly anticipated Streetfighter, later this month, gives Ducati a chance to take its performance and visibility to the next level and further achieve its objective of becoming a significant player in the U.S. Sportbike market.

For more information visit www.ducatiusa.com or contact:

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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, Streetfighter, Monster, Multistrada, SportClassic and Hypermotard. The company's motorcycles are sold in more than 60 countries worldwide, with a primary focus in the Western European, North American and Japan markets. Ducati competes in the World Superbike and MotoGP World Championships. In World Superbike, Ducati won both the 2008 Manufacturers' and Riders' titles, bringing the total to 15 of the last 18 Manufacturers' titles and 13 Riders' titles. Competing in MotoGP since 2003, Ducati won both the Constructors' and Riders' world titles in 2007. For more information, please visit our web site at www.ducati.com

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