



DUCATI SCOOPS PRESTIGIOUS INDUSTRY AWARD

Ducati Dealers Nationwide Demonstrate Improved Consumer Relations and Turn Prospects into Ducatisti

Cupertino, Calif. (June 2, 2009) – Ducati North America is delighted to announce that it is the highest ranked motorcycle brand and recipient of the 2009 Pied Piper Prospect Satisfaction Index (R) U.S. Motorcycle Industry Study. Across the country, Ducati dealerships out performed direct competitors in the annual benchmarking study measuring how consumers are treated when shopping for a new motorcycle.

Over the last three years, Ducati dealers have worked hard to consistently improve the dealership 'experience' and now lead all brands in overall satisfaction and commitment to service. While some other brands are retreating, Ducati continues a program of dealership improvements and has added coverage to its dealer network in key markets including Atlanta, Newport Beach and Sacramento.

"In a fiercely competitive market it is vital that we deliver the very best service to support our class-leading bikes," says Michael Lock, CEO. "Ducati is committed to growing and developing our position in the USA and it remains our goal to be the leading sport bike brand in the marketplace. This award confirms that we are making good progress."

The PSI award gauged Ducati dealerships from 2008 to 2009, where Ducati led all brands in more than 30 percent of the sales process factors evaluated by the study.

"This award is a testament to the tremendous commitment made by the Ducati dealer network," said Jason Chinnock, Motorcycle Sales Director of Ducati North America. "Their ongoing dedication to improve the quality of the customer experience will allow us to reach out to a broader customer base as we work to grow the share and profile of the Ducati brand."

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

*John Paolo Canton
Public Relations Coordinator
Ducati North America
Ph. 001.408.343.4414
jcanton@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 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

Ducati North America
www.ducatiusa.com

10443 Bandlely Drive
Cupertino, CA 95014
Tel. +1.408.253.0499
Fax +1.408.253.4099

