



DUCATI'S NEW 11° ENGINE TECHNOLOGY INTRODUCES GROUND-BREAKING SERVICE COST REDUCTIONS

Cupertino, Calif. (5 February 2010) – Ducati North America is excited to announce a significant milestone in the company's engineering history: 15,000 mile major service intervals on the 2010 Multistrada 1200.

The Multistrada 1200 is the product of Ducati's most intensive development program ever. Entering the arena of adventure touring motorcycles, Ducati set its sights on the class benchmarks. With the goal setting a new class standard, Ducati developed revolutionary new features such as the Multistrada's "4 bikes in 1" adjustability.

The Multistrada 1200's aggressive development process also encompassed build quality and servicing. Ducati is now excited to announce the fruits of its labor: a 15,000 mile period between major services.

Doubling the mileage between valve clearance inspections has been made possible due to the introduction of a new valve seat material. This material enables the new "Testastretta 11°" powerplant to go the distance- both literally and figuratively. Incorporating improved combustion efficiency and a new temperature management system, the Testastretta 11° engine ushers in a new era of service and reliability. The engine lowers the cost of maintenance, improves fuel efficiency and reduces emissions- all while retaining exhilarating performance capabilities.

The game-changing Multistrada 1200 will arrive in North American showrooms this coming April. For more information about this revolutionary new Ducati, please visit www.ducatiusa.com.

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' title, bringing the total to 16 of the last 19 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