

## DUCATI DESMOSEDICI RR TOTAL PRODUCTION RUN LIMITED

*Cupertino, Ca (11 October 2007)* - The Desmosedici RR – the ultimate expression of Ducati Corse's racing experience and technology transferred to a road bike – has become the new benchmark for performance, components and style for the entire sector.

Since the RR's launch in June 2006 on the eve of the Italian GP at Mugello and the possibility to reserve the bike in Ducati Stores throughout the world, the hundreds of requests received mean that the bike has become an immediate commercial success. Production of the first true MotoGP replica will begin in a few days time.

Never before has so much expectation surrounded a bike destined for road use. The RR is an exclusive and esoteric product that also deserves some sort of safeguard for those enthusiasts who have ordered it.

Following the recent victory of the world Moto GP title, and with requests continuing to pour in from the dealer network in excess of the 1250 orders already received, Ducati has decided to limit and number the total of Desmosedici RRs produced in the Borgo Panigale factory to 1500.

Once again, Ducati wishes to reward the trust and loyalty of all those customers who made an early reservation and who can now see the value of their purchase increase even before collecting it from their dealer.

At this point, with very few bikes still available, anyone who is still undecided is advised to hurry, as Ducati expects to bring an end to reservations soon. Production will begin in the second fortnight of the month of October 2007 and, as promised, Ducati will give delivery priority to the approximately 500 owners of the 999R who have ordered the Desmosedici RR. For the remaining reservations, Ducati guarantees the delivery of the entire production run by the end of 2008.

*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, Japan 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](http://www.ducati.com).*

*For more information visit [www.ducatiusa.com](http://www.ducatiusa.com) or contact:*

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