



DUCATI UNVEILS ITS 2011 SUPERBIKE RANGE AT COLOGNE'S INTERMOT SHOW

Ducati enters the 2011 model year with an aggressive new Superbike lineup.

Cologne, Germany (5 October 2010) – Ducati Motor Holding unveiled the first of its 2011 models today at the INTERMOT International Motorcycle Fair; highlighted by the new 1198 SP Superbike.

"We decided to consolidate our presence here in Cologne because we believe in the importance of this event, which opens the European motor show season;" stated Gabriele Del Torchio, President of Ducati Motor Holding.

Ducati is a premium brand which conceives and develops sport motorcycles with exclusive Italian design and superior performance proven on racetracks around the world. Ducati chose the 2011 INTERMOT show to reveal the significant improvements to its Superbike model family- all of which are testaments to the mission statement above. The 2011 Superbikes feature new trickle-down technology from Ducati's World Championship racing team, and an attractive pricing structure. All three Superbike offerings for 2011 are brand new or significantly upgraded from their 2010 variants:

The **1198 SP** is the new crown jewel of Ducati's formidable Superbike family. It features a massive 170hp and 97 lb/ft of torque combined with a flyweight of 370lbs. Making the package work for the rider is a combination of electronic rider aids and performance oriented hard parts found on no other sport bike available. The electronics include a MotoGP derived digital dash, Ducati Traction Control, the new Ducati Quick Shifter and a Ducati Data Analyzer to review all measures of performance data. The top of the line suspension includes Ohlins front forks and an Ohlins TTx rear shock. These match up with a Ducati Performance Slipper Clutch, aluminum fuel tank and Brembo Monobloc calipers to ensure world class performance for only \$21,995

Setting the standard for Superbike lust is the Ducati **1198**. For 2011 the 1198 features a host of upgrades at no extra cost as a reminder to new market competition that Ducati is still the class of the field. The 1198 will now come with the Ducati Traction Control system (DTC) fitted as standard; improving rider safety and lap times in spades. Supporting the DTC system is the new Ducati Quick Shifter, (DQS) which will further assist riders in their never ending conquest for speed. The Ducati Data Analyzer (DDA) enables riders to download traction control and six other performance parameters in order to better understand and improve their riding habits. The 2011 1198 will arrive in showrooms this December at \$16,495; just in time to prep the bike for racing season.

The **848EVO** was announced as an early 2011 model this past July. Packing 140hp and weighing a featherweight 369lbs, it is the best performing middleweight sport bike on the market. Already available in Stealth Black and Ducati Red, Intermot saw the addition of a limited production scheme: Arctic White with a red frame and red wheels. Pricing for the 848EVO Dark is an aggressive \$12,995.



For more information on the 2011 Ducati model range, please visit www.ducatiusa.com.

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

*John Paolo Canton
Public Relations Manager
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 the 2008 Manufacturer's 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