

FAST BY FERRACCI DUCATI AND DOUG POLEN REUNITE FOR THEIR 20TH ANNIVERSARY

The legendary Ducati pairing get together for a 20th anniversary event

Willow Grove, PA (4 February 2010) – Twenty years ago Doug Polen and tuner Eraldo Ferracci took the racing world by storm, and to celebrate the anniversary of this pairing they are offering a taste of what made them so successful to 20 Ducatisti.

In celebration of his long and successful history with Ducati, renowned race manager and tuner Eraldo Ferracci is offering 20 fans a unique and exciting opportunity. The first twenty individuals to purchase a new 2010 Ducati Superbike from *Fast By Ferracci* from now until March 31, 2010 will not only enjoy a free track day on August 16th at New Jersey Motorsports Park, but will receive VIP treatment including having the legendary tuner and Ducati Hall of Fame member as their personal technician for the day.

During this event, Ferracci will be reunited with three-time Superbike Champion and fellow Ducati Hall of Fame member Doug Polen, who will be the riding coach for the *Fast By Ferracci* VIP's. In their time Ferracci and Polen proved to be a virtually unbeatable combination in Superbike racing. Twenty individuals will have the rare opportunity to benefit first-hand from their expertise.

"I'm looking forward to the event and spending time with Doug," said Ferracci. "With all the memories coming back to me I'm getting pretty excited myself! We are going to have some fun come August!"

The VIP's will also enjoy dinner with these two legends on the evening before the track day. Those familiar with Ferracci know that the menu will include entertaining stories, bench racing, and technical insight.

To purchase a 2010 Ducati Superbike and take part in this track day of legends, visit Fast by Ferracci in Willow Grove, PA. by March 31st.

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

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Fast by Ferracci is open Tuesday through Friday from 9:00 am to 6:00 pm and Saturday from 9:00 am to 3:00 pm. For more information and directions, call us at (215) 657-1276 or visit us online at www.ferracci.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 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