

DUCATI TO PRODUCE THE HYPERMOTARD

Award winning concept bike will be in showrooms Spring 2007

Bologna, 31 March 2006: After the success of the "concept" presentation in Milan and following the great response from fans, Ducati has decided to begin producing the Ducati Hypermotard. From its first moment in the public eye, last November at the EICMA trade show in Milan, the Ducati Hypermotard has had incredible success. The Ducati Hypermotard received worldwide recognition and was awarded "Best of Show" during its debut at EICMA and "Best Bike for 2005" by the Motorcycle Design Association.

The announcement was made by Federico Minoli, President and CEO of Ducati Motor Holding, on the Desmoblog, "With the enthusiasm shown by Ducatisti and the work done in research and development, we have decided to add the Ducati Hypermotard to our production schedule, without giving anything else up. We are also going to reduce the development time thanks to the work done while the bike was still a concept. I am therefore proud to announce that the Hypermotard will be available in a dealership near you in the Spring of 2007."

The Ducati Hypermotard incarnates the strength, the fun and the high performance of an extreme supermotard – re-thought in pure Ducati style: 100 hp weighing just 175 Kg (385 lbs); an idea, a dream for every biker that today will become a reality and will be added to the amazing Ducati line-up. The Ducati Hypermotard will be in dealer showrooms in Spring 2007.

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, Supersport, Monster, Sport Touring, Multistrada and the new SportClassic. 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 thirteen of the last fifteen World Superbike Championship titles and more individual victories than the competition put together. For more information about the Company, please visit our web site at www.ducatiusa.com.

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