



NEW DUCATI SUPERBIKES ARRIVE AT DEALER SHOWROOMS

Deliveries of the 1198 S and Limited-Edition 1098 R Troy Bayliss Edition Superbikes have commenced

Cupertino, Calif. (3 March 2009) – Ducati North America announced today that its dealers across the country have begun delivering the highly-anticipated 2009 Superbikes - 1198 S and the limited-edition 1098 R Troy Bayliss Edition.

Ducati's new 1198 S Superbike with the revolutionary Ducati Traction Control system boasts 170 horsepower and a class-leading 97 lb-ft. of torque. Ducati has upped its game with the Superbike family's "S" model to a never before seen level of performance, enabling riders to experience Ducati Corse technology both on and off the track.

The limited-edition 1098 R Troy Bayliss Edition Superbike arrives in Ducati showrooms this week. Built in honor of longtime Ducati rider Troy Bayliss' career and recent retirement; the 1098 R Troy Bayliss Edition commands attention with its impressive 188 horsepower, a 364-pound curb weight, Ohlins TTx suspension and a special Bayliss tribute paint scheme. Paying homage to a racing legend, Bayliss fans can now own one of only 150 limited-edition motorcycles being imported into North America.

For more information about the Ducati 1198 S and 1098 R Bayliss Edition Superbikes, please visit www.ducatiusa.com

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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' and Riders' titles, bringing the total to 15 of the last 18 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



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