



EICMA: PUBLIC VOTE THE DUCATI 1098 AS «MOST BEAUTIFUL MOTORCYCLE OF THE SHOW»

Borgo Panigale (BO), 20th November 2006 – The **Ducati 1098** has been voted 'Most Beautiful Motorcycle of the Show' at the 2006 edition of the Milan-based EICMA show. This verdict came from over 24,000 motorcycling enthusiasts who participated in a competition organised by the Italian magazine 'Motociclismo', which carried out, as it does every year, a survey among the visitors.

The new Superbike model from Borgo Panigale won over 30% of the vote, followed – at a considerable distance – by the MV Agusta Brutale 910R and the Yamaha YZF-R1.

The prize-giving took place yesterday afternoon, on the Motolive stage (the area dedicated to the outdoor events of EICMA 2006) in the presence of Costantino Ruggero, the director of EICMA.

The award highlights the huge public enthusiasm for this 'made in Borgo Panigale' jewel and provides further confirmation of the enormous amount of energy and resources Ducati is channelling into new product development.

Set to become the new benchmark for the Superbike segment, the new Ducati 1098, the result of extensive on-track experience in both MotoGP and SBK, is the very essence of innovation, technology and ingenious Italian creativity.

Equipped with the new 160hp 'Testastretta Evoluzione' engine (the most powerful twin-cylinder production engine in the world), the Ducati 1098 offers the world's highest torque/weight ratio (the S version weighs just 171kg) for a twin-cylinder sports production bike.

With everything already in place for the market launch, the new bike will be in Ducati showrooms in December 2006.

In the attached photo (from right): Costantino Ruggero (Director of EICMA), Francesco Rapisarda (Ducati PR Manager), Marino Bartoletti (presenter) and Piero Bacchetti (Publisher of Motociclismo) and, of course, the Ducati 1098, the "Most Beautiful Motorcycle of the show".

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 seven market segments which vary in their technical and design features and intended customers: Superbike, Supersport, Monster, Sport Touring, Multistrada SportClassic and the new Hypermotard. 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 of the last sixteen World Superbike Championship titles and more individual victories than the competition put together. Since 2003 Ducati has also been taking part in the MotoGP World Championship. For more information about the Company, please visit our web site at <http://www.ducati.com>