



DUCATI
opens the **first Canadian showroom**
as part of its **new retail design program**
in **MONTREAL**

Hot on the heels of its most successful year ever, Ducati North America is carrying its momentum into 2009. On February 19, from noon to 8 p.m., Ducati North America will launch the first Canadian showroom completed by its new retail design program -- a newly designed space located in the heart of Montreal's Little Italy, at 6816 Boulevard St-Laurent. For the first time ever; Montreal shoppers will find DUCATI motorcycles and a large array of DUCATI branded apparel, including jeans, leather jackets, shoes and accessories for men, women and children in one exclusive store.

Montreal will be the fourth DUCATI "destination dealership" in North America. Following Southern California, New Orleans and New York, it's now Montreal's turn to maximize the experience of the DUCATI lifestyle.

After months of preparation and collaboration with Ducati North America, Alain Trottier, President of Monette Sports, and his Director Christian Touchais are realizing their dream of bringing DUCATI to Montreal.

"We've been looking for the perfect Montreal location for DUCATI for a long time," Alain Trottier told us, "and we finally found it in Little Italy. At our Laval location, where we've been for nearly 35 years, we are also making significant investments in the Ducati line. The DUCATI "destination dealerships" around the world now offer not only motorcycles, but also the latest accessories and fabulous apparel. Of course, we'll still be selling and servicing motorcycles in Laval, but, with this new moto-boutique, we'll now have a foot in Montreal and access to a much larger clientele."



"We're in the process of creating one of those unique places, where you can experience Italian motorcycle culture, Ducati-style. In our new Ducati Retail Design concept showroom, Montreal fans will be among the first in Canada to view the new models and everything that the brand stands for. We will be selling a lot more than motorcycles. Ducati is an entire lifestyle, and we want enthusiasts and future Ducatisti to experience Italian design in every sense of the word," explained Jim McKenna, Commercial Director of Ducati Canada.

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

To request an interview, or for photos and information, please contact NATA PR.

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