



DATE: Tuesday, March 25, 2008  
TO: Dealer Principal, Canadian Ducati Dealer Network  
FROM: Jim McKenna, Canadian Sales & Marketing Manager

***Marketing and Sales Bulletin SLS-08-06 CDN*** – 2008 Road Racing  
Contingency Program

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Ducati North America is pleased announce the Contingency Race Program for the upcoming 2008 season. Following a record year for Ducati where Casey Stoner set the racing world on fire with his historic MotoGP Championship, Ducati is poised to continue their strong racetrack presence in the upcoming months. Casey's high-profile championship, record sales figures, and more racers in 2007 than ever before combine to put 2008 National and local race season on track for continued success.

Ducati North America offers continued support for Ducati racers participating in the 2008 Parts Canada Road Race National Thunder Series plus the 2008 Calgary Ducati Cup. Total funds posted for 2008 are over \$55,000 CDN.

The program posts \$5600 per Parts Canada National Thunder race date at seven events plus a Grand National Championship bonus of \$5000 to the series winner, \$3500 for second and \$2000 for third in Canadian Thunder and \$3500 to the series champion, \$2000 for second and \$1000 for third in Canadian Sport Twins class on a Ducati.

Five models of motorcycles are eligible: SS1000, Monster S2R1000, Sport Classics, 2008 Hypermotards and the 2008 848.

The Calgary Ducati Cup is a grass roots level "Ducati only" series with bike model application in the CMRA rule book. Ducati North America is supporting the 6 race series with over \$8000 CDN posted.

For any questions, please contact: [contingency@ducatiusa.com](mailto:contingency@ducatiusa.com)





**Canadian Roadracing Program: Ducati Racing Rewards**

<b>Parts Canada Canadian Thunder Series</b>		
Class	Canadian Thunder	CDN Sport Twins
Bike(s)	848	Sportclassic family HY1100,S S2R1000
Total fund posted	\$23,100	\$16,100
Number of Events	7	7
Race Results		
1st	\$1,000	\$750
2nd	\$750	\$500
3rd	\$650	\$400
4th	\$500	\$350
5th	\$400	\$300
Overall Championship		
1st	\$5,000	\$3,500
2nd	\$3,500	\$2,000
3rd	\$2,000	\$1,000

<http://www.cdnsuperbike.com>

<b>CMRA*</b>	<b>Calgary Motorcycle Roadracing Assoc.</b>	
Class		2008 Calgary Ducati Cup
Bike(s)		All 2004-2008 per club rulebook
Number of Events		6
Total posted		\$8,110
Overall Championship		
1st		\$1,000
2nd		\$500
3rd		\$250
Race Results*		
1st		\$500
2nd		\$250
3rd		\$150
4th		\$100
5th		\$50

<http://www.ducaticup.com/>

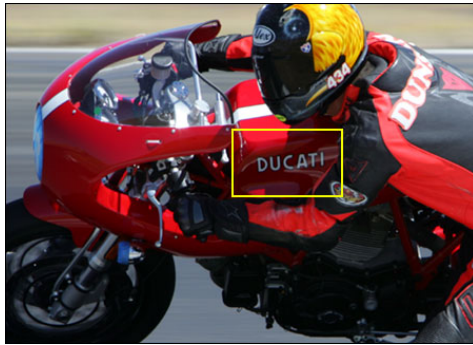




## The Ducati Racing Rewards Rules

### **Eligible Ducati Motorcycles:**

- 1) 2004 or newer U.S. or Canadian certified.
- 2) 848, Sport 1000, Sport 1000 S, GT 1000, Hypermotard, Hypermotard S, and S2R1000, SS800,\* SS1000.\*
- 3) Bike must have a valid retail registration on file with DNA prior to race date.
- 4) Ducati brand and model name logos must be visible on both left and right side fairings. In the event that the bike is equipped with aftermarket plastic, Ducati logos of at least 4 x 2 inches must appear on the left and right side of the fairing in clear view. You must provide photographs of your motorcycle with your first claim clearly showing the logo placement. (see examples below)
- 5) Bike must conform to all of the rules of the sanctioning body and class in which it is raced. Sanctioning body rules also have final determinations of the model eligibility for each of the classes.



### **Rider Requirements:**

- 1) Awards will be made payable to the retail registered (VIN) owner of the motorcycles.
- 2) In the case of Championship awards, the rider must compete on a qualified Ducati motorcycle exclusively in all races that count towards the Championship.
- 3) Ducati must be listed as a sponsor on the event entry form.

### **Claims and Event Regulations:**

- 1) Program Period - January 1st 2008 to December 31st 2008.
- 2) To claim an award, DNA must receive a Contingency Claim Form from the rider / owner after every qualifying race within 30 days after the event. Any claim received after 31 days will be denied.
- 3) Awards will be made only after the race promoter confirms race results and that the rider competed on a qualified Ducati.
- 4) Class must have at least 10 starting entries to be eligible for Contingency Rewards
- 5) Falsification of a contingency claim will result in not only disqualification of that claim, but also the disqualification from **all** future contingency programs.
- 6) Program details and qualifications are subject to change without notice. The decisions of DNA in all matters relating to the interpretation or application of
- 7) this contingency program shall be final.
- 8) 8. DNA has the right to modify or cancel this program at anytime without notice.





**\*Contingency Product Certificates:**

- 1) Ducati Dealer Racing Reward Certificates are redeemable at any authorized Ducati Motorcycle Dealer in North America.
- 2) Product Certificates have no cash value, and may only be redeemed for genuine Ducati Spare Parts, Ducati Accessories, Ducati Apparel, and Ducati dealer labor service charges.
- 3) All Product Certificates must be redeemed at an authorized Ducati dealer no later than December 31st 2008.

**Dealer Credit Process for Product Certificates:**

- 1) Dealers are to complete the dealer information section of the original Product Certificate with dealership name, dealership number, redemption date, and a signature attesting that the certificate was faithfully redeemed in accordance with the stipulations of this program. DNA suggests that all dealers confirm the identification of the redeeming customer.
- 2) Dealers will submit via mail only (no faxes) the original Product Certificate and a copy of the counter invoice or repair order to which the value of the Product Certificate was fully applied. Product Certificates may only be redeemed for genuine Ducati Spare Parts, Ducati Accessories, Ducati Apparel, and Ducati dealer labor service charges.
- 3) To qualify for credit, Product Certificates must be received at DNA no later than 45 days after the date upon which the customer redeemed the Product Certificate.
- 4) Program terminates December 31st 2008 and no Product Certificates will be processed for dealer credit after that date.
- 5) Credits for Product Certificates will be posted to the dealer's parts account.





*Ducati Canada Racing Contingency Program*

*2008 Claim Form*

Complete this form and mail to the address below within 30 days after the race. Please allow 4 to 6 weeks for processing. For additional forms, please contact your Ducati Dealer, race promoter, or download a copy from [www.ducatiusa.com](http://www.ducatiusa.com).

<b>La Pilota - The Pilot</b>			
Name: Last, First, Middle Initial			Social Security Number:
Address:		Age:	Years Racing:
City:	Province:	Postal Code:	Ducati Owners Club: Which DOC Club do you belong to? (if any)
Telephone:	Email:		

<b>La Motocicletta - The Motorcycle</b>						
Model Year: Circle One	2004	2006	2008	VIN Number: All Seventeen Digits		
	2005	2007				
Model: Circle One	848	Sport 1000S	Sport 1000	PS 1000	SS 1000	
	749	SS800	S2R1000	HYM 1100	HYM 1100 S	

<b>La Gara - The Race</b>			
Race Date:	Name of Event and Series: (Example - Middleweight Superbike, LRRS)		
Racing Classification: (Example - Expert)	Name of Track:	Track Location: City	Track Location: State
Race Finish: Circle One	Class Championship		Starting Entries in Class:
1st 2nd 3rd 4th 5th	1st 2nd 3rd		

<b>La Firma - The Signature</b>	
Please read below and sign to signify your acceptance of the statement -	
"I certify that all of the facts of this claim and the Frame / VIN number are correct, and that falsification may subject me to legal action."	
Pilot's Signature:	Date:

<b>Altro Informazione - Additional Information</b>			
If you are not the registered VIN owner of the bike you will need to register your VIN with us. Please email: <a href="mailto:customerservice@ducatiusa.com">customerservice@ducatiusa.com</a> . If rider name and VIN owner are different and we issue the credits to VIN owner, please fill out the section below so we can guarantee prompt payment.		<b>Please send completed Contingency Claim Forms to:</b>  Ducati North America Attn: Racing Contingency 10443 Bandley Drive Cupertino, CA 95014	
VIN Owner's: Last, First, Middle Initial			
VIN Owner's Address:			
VIN Owner's City:	VIN Owner's Province:		VIN Owner's Postal code:
VIN Owner's Telephone:	VIN Owner's Email:		

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