



Fork Leg Recall – Dealer Frequently Asked Sales Questions Memo

Date: Thursday May 28, 2009
To: Dealer Principal, Sales Manager, U.S. Ducati Dealer Network
From: Jason Chinnock, National Sales Director

Considering the recently announced Fork Leg Recall is in the heat of the selling season, you may be concerned how this will affect new bike sales. We've compiled a simple dealer FAQ to answer the main questions should they arise. Please address any other sales related questions to your Regional Business Manager. If you have any technical questions please address these directly with your Service Area Manager.

Is the M1100S, MTS1100S or any earlier model year affected? They have Öhlins forks as well.

No, the only bikes that are affected are the 2009 1198S, 1098R Bayliss, and Streetfighter 1098 S. All other models including previous model years are not affected.

My customer just took delivery, our riding season is short and I'm concerned that valuable riding time will be lost. How do we intend on accommodating this customer that has been inconvenienced?

Ducati North America will launch and support a Courtesy Loaner Program to keep the customer riding a Ducati, at no charge, while their bike is being held in excess of 72 hours for repairs. Details on this program will follow shortly.

What about any of the new bikes I have still coming? Will they need to be inspected as well?

No. Any new deliveries of these models will be inspected, and parts replaced if necessary, prior to leaving the warehouse so that every new bike can be delivered with confidence.

Will this delay any of my Priority Reservations? I've got customers itching to take delivery of their new bike!

Deliveries will start the week of June 8th with focus given to Priority Reservations entered in the online Priority Reservation System. The deliveries will be managed by your RBM.

I have a customer that can't wait for their Streetfighter S and wants to ride now! How can I accommodate him?

If your customer can't wait and they'd be happy owning a Streetfighter standard instead, please contact your RBM and he will locate you one so they can start riding now! These models are not affected and customers can take immediate delivery.

What about the bikes I have in stock or have just received, are they affected by this recall?

Yes. You must inspect and repair all affected inventory prior to releasing it for customer delivery.