



Date: January 21, 2010
Contact: Technical Service Reps
Subject: RSV4 Campaign

Dear Dealer

Within our experimental tests on RSV4 engines we have identified a batch of components that do not meet our quality standards. This batch was immediately intercepted and disposed from production. However, some components were used in the production of a limited number of RSV4 vehicles.

Since this is an issue that may affect rider safety, we are preparing a recall campaign, which will start in the coming days, to correct by means of a replacement engine, customer bikes as well as the bikes in your inventory.

Therefore we are asking you to:

- Contact your RSV4 customers by phone and in writing about the situation, advising them to refrain from riding their RSV4 until the engine replacement has been completed.
- Not to sell or deliver additional RSV4s until a replacement engine has been installed.
- Double check to make sure that the retail sales information (customer name, address, phone number, date of sale, etc.) for all RSV4 models retailed from your dealership is correct and has been properly entered into SOM.

Roadside Assistance: As we are advising owners to refrain from riding their RSV4s, Aprilia USA is making arrangements through our Roadside Assistance program to provide a towing service from the owner's residence to his servicing dealer.

Engine Availability: The initial shipment of 100 replacement engines is packaged and in the process of being air freighted to the US. We expect the shipment to arrive into Aprilia USA inventory by the end of next week. The initial shipment will be enough to update all RSV4s currently with your customers as well as expected retail sales for at least the next 4 weeks. Additional shipments will follow promptly, and we anticipate these will provide a sufficient stock of engines to ensure that retail sales of RSV4s currently in dealer inventory will not be impacted. As a benefit to our dealers, Aprilia USA will work with established flooring sources to extend the flooring on each RSV4 in dealer inventory by 60 days in order to accommodate the time and work required of this recall.

Existing Customers: First priority will be for dealers to address the bikes already in customer hands. Your Technical Representative will work with you and your customer to ensure that the engine replacement process is as quick and seamless as possible.

Aprilia USA is arranging for an Aprilia Techno Bike Jacket, a \$472 MSRP value, to be provided to each existing customer that has purchased an RSV4 as of January 22, 2010 and whose recall is completed by February 28, 2010. This gift is both in recognition of your customer's patience regarding this situation and as an incentive to make arrangements for the recall as soon as possible. The jacket will be supplied following the completion and documentation of the recall in GGP. Details on how the sizing and delivery of these jackets is to be handled will be forthcoming.

Workshop Planning: Due to the number of retail sales already booked by some dealers it is strongly suggested that these dealers consider making arrangements with their staff to open their workshops on Sundays and Mondays. This will provide additional uninterrupted work time to complete the recall for your RSV4 customers in the least amount of time possible. Please plan on 8 to 9 hours (includes all aspects of the recall) to correct each bike. This extra effort will pay great dividends in customer relations moving forward.

Important Note: This communication is an early notice to inform you of the upcoming recall. We will be working with NHTSA to initiate this recall in a timely manner and a formal service bulletin covering the procedure will be provided to you in the very near future. In addition, each RSV4 owner will subsequently receive an official Recall Notification informing them of the recall details.

Complete information is forthcoming; however, if there are additional questions, please contact your Technical Representative.

Regards

Aprilia USA
Technical Services