



Optimization of VIN Label for Panigale V4  
Models: Panigale V4 (all US and Canadian versions)  
Technical Service Bulletin SRV-TSB-18-012

Date: March 8<sup>th</sup>, 2018  
To: Dealer Principal, General Manager, Service Manager, North American Dealer Network  
From: Richard Kenton, Technical Director; Matthew Feinstein, Regulatory Compliance Manager

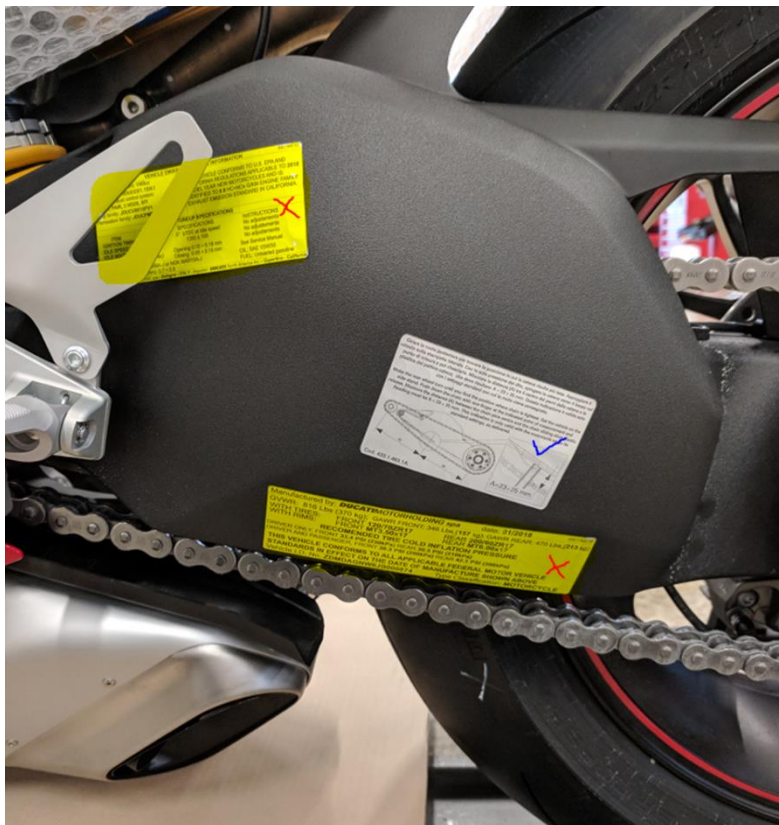
---

**Important:** All Dealer Principals, Service Managers, and Parts Managers should read and initial this notice.

Dear Dealership Management,

**Situation:**

Ducati North America has determined the optimal location of the Vehicle Identification Number (VIN) Label. The location of the VIN Label is currently applied to the swinging arm; therefore, it is not as close as possible to the intersection of steering post with the handle bars.





Optimization of VIN Label for Panigale V4  
Models: Panigale V4 (all US and Canadian versions)  
**Technical Service Bulletin SRV-TSB-18-012**

**Affected Units:**

The list of VIN numbers involved in SRV-TSB-18-012 is attached, units within this population should be checked for optimal VIN Label location. Units that arrive after March 16th have had this corrective action performed.

**Criteria for application of the technical solution on circulating motorcycles:**

For the designated frame numbers referenced above, the VIN Labels must be relocated or replaced with the new labels.

Additionally, the accompanying Owner's Manual pages 26 and 28 must be overlaid using the self-adhesive replacement page provided.

**Limitation on warranty activation of certain vehicles:**

Dealers must update affected units prior to warranty activation and sale. Owners of units retailed prior to the release of this bulletin, will receive a letter with instructions to return to the purchasing dealer for relocation of the VIN Labels. A sample letter is provided at the end of this bulletin.

**Auto-ship replacement part:**

There is no part number associated to this update. Applicable dealers will receive a separate letter from Ducati North America containing the VIN labels and replacement Owner's Manual pages for all units shipped to your dealership based on allocation. Should you encounter problems with the labels you receive, please contact the DNA Regulatory Compliance Manager at (650) 933-9837.

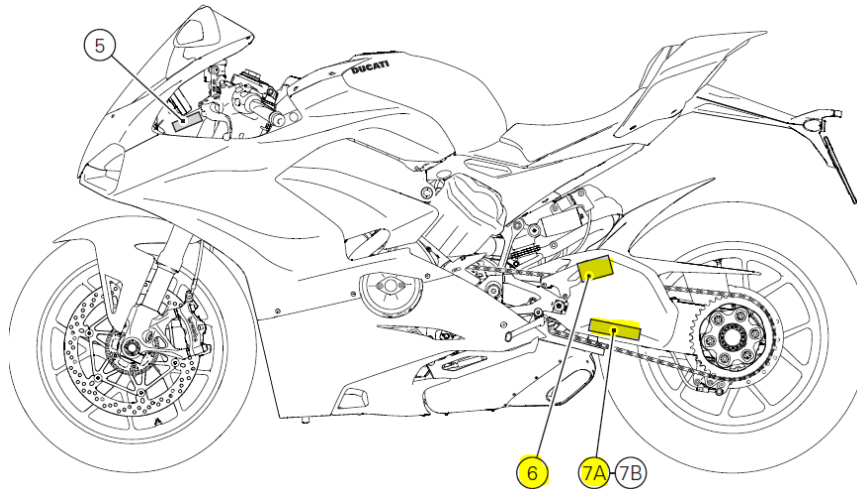


Optimization of VIN Label for Panigale V4  
 Models: Panigale V4 (all US and Canadian versions)  
 Technical Service Bulletin SRV-TSB-18-012

**Service Solution:**

For the operation procedures, follow the instructions below:

- 1) Locate the existing VIN labels, 6 and 7A, on the swinging arm of the motorcycle.



6

VEHICLE EMISSION CONTROL INFORMATION		
Engine displacement: XXXX cc Engine family: XXXXXXXXXXXX Engine exhaust control system: XXXXX, XXXX, XXXXX, XXX Evap family: XXXXXXXXXXXX Permeation family: XXXXXXXXXXXX	THIS VEHICLE CONFORMS TO U.S., EPA AND CALIFORNIA REGULATIONS APPLICABLE TO XXXX MODEL YEAR NEW MOTORCYCLES AND IS CERTIFIED TO XX HC+NOx G/KM ENGINE FAMILY EXHAUST EMISSION STANDARD IN CALIFORNIA	
ENGINE TUNEUP SPECIFICATIONS		
ITEM	SPECIFICATIONS	INSTRUCTIONS
IGNITION TIMING:	XX bTDC at idle speed	No adjustments
IDLE SPEED (RPM):	XXXX ± XX	No adjustments
IDLE MIXTURE:		No adjustments
VALVE CLEARANCE (in & ex):	Opening XXX + XXX mm Closing XXX + XXX mm	See Service Manual
SPARK PLUG: NGK MAR10A-J		OIL: SAE 15W/50
SPARK PLUG GAP (mm): XX + XX		FUEL: Unleaded gasoline
DUCATIMOTORHOLDING spa - Bologna - ITALY - Importer: DUCATI North America Inc. - Cupertino - California		

7A

Manufactured by: <b>DUCATIMOTORHOLDING spa</b> date: XX/XXXX	
GVWR: XXX Lbs (XXX kg); GAWR FRONT: XXXLbs (XXXkg); GAWR REAR: XXX Lbs (XXX kg)	
WITH TIRES: FRONT XXX/XXXXX	REAR XXX/XXXXX
WITH RIMS: FRONT XXXXXXXXX	REAR XXXXXXXXX
RECOMENDED TIRE COLD INFLATION PRESSURE	
DRIVER ONLY FRONT XXX PSI (XXXkPa)	REAR XXX PSI (XXX kPa)
DRIVER AND PAY LOAD, FRONT XXX PSI (XXXkPa)	REAR XXX PSI (XXX kPa)
<b>THIS VEHICLE CONFORMS TO ALL APPLICABLE FEDERAL MOTOR VEHICLE STANDARDS IN EFFECT ON THE DATE OF MANUFACTURE SHOWN ABOVE</b>	
Vehicle I.D. No. XXXXXXXXXXXXXXXXX	Type Classification: <b>MOTORCYCLE</b>



Optimization of VIN Label for Panigale V4  
Models: Panigale V4 (all US and Canadian versions)  
Technical Service Bulletin SRV-TSB-18-012

- 2) Carefully remove the existing 'Tamper Resistant' double-layer VIN labels. It is possible that they will be destroyed in the removal process and will leave behind residue that requires cleaning of the swinging arm. Ensure that the old VIN labels and all evidence of their former location is completely removed.
- 3) Clean the visible surface of the main (front) frame on both the left and right side of the motorcycle using warm soapy water, to ensure good adhesion of the new VIN labels. Rinse thoroughly and verify that the area is completely dry before proceeding. (See images below for clarity on the area to be cleaned)
- 4) Install the new VIN Labels as shown in the following images:
  - a. Label '6' gets relocated to the right side of the motorcycle:



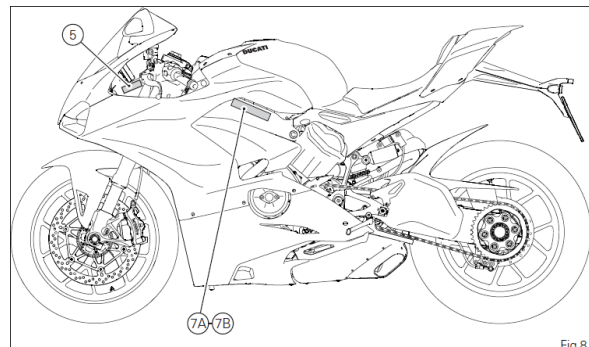
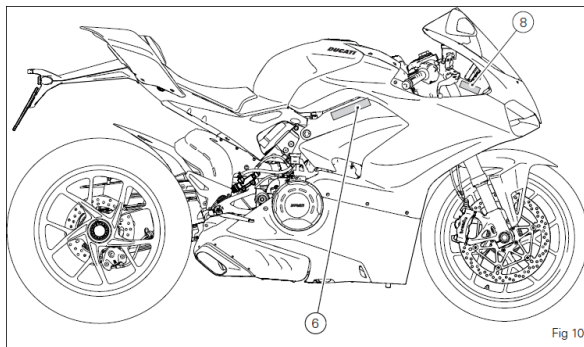


Optimization of VIN Label for Panigale V4  
Models: Panigale V4 (all US and Canadian versions)  
Technical Service Bulletin SRV-TSB-18-012

- b. Label '7A' gets relocated to the Left side of the motorcycle:



- 5) Locate the Owner's Manual for the motorcycle. Apply the self-adhesive page included with the Panigale V4 VIN Label Kit to completely cover the existing motorcycle image as below: (Fig 8 is Page 26, Fig 10 is Page 28)





Optimization of VIN Label for Panigale V4  
Models: Panigale V4 (all US and Canadian versions)  
**Technical Service Bulletin SRV-TSB-18-012**

**Warranty time allowance and reimbursement procedure:**

Update procedure reimbursement will be issued through the standard warranty claim procedure via the section Service Campaigns or Vehicle History of the DCS.

Ducati shall reimburse:

- for **12 minutes** of labor time (2 labor units) that includes the time necessary for:
  - bike reception;
  - removal and cleaning of old labels;
  - prep and install of new labels;
  - update of the Owner's Manual;
  - warranty claim processing;
  
- the relevant spare parts required to perform the update.

**Customer notification:**

Ducati North America, Inc. will notify all known owners of affected vehicles directly by First Class mail. Please be proactive in reaching out to your V4 customers who have taken delivery of their bikes, we want to ensure they continue to have a premium experience with their motorcycle. A sample copy of the owner notification letter is enclosed for your information.

Please be reminded that all motorcycles in your inventory, and to be delivered to Customers, must be updated during pre-delivery operations, and always before delivery to the final Customer. For retailed units, the update must be performed upon the motorcycles' arrival for service or repairs.

**Dealer obligation:**

This program is designed to complete the necessary repairs and to achieve owner satisfaction. Therefore, we ask you to take prompt and courteous action in accordance with these directives. Please provide a copy of this communication to every person in your dealership who has service or new-vehicle delivery related responsibilities.

Thank you for your cooperation.

Richard Kenton  
Technical Director - Ducati North America



Optimization of VIN Label for Panigale V4  
Models: Panigale V4 (all US and Canadian versions)  
Technical Service Bulletin SRV-TSB-18-012

SAMPLE CUSTOMER  
LETTER

### IMPORTANT NOTICE

This notice applies to your vehicle: VIN

Date

Name  
Address  
City, St, Zip

**Subject:**  
**Ducati Motorcycle: 2018 Panigale V4, Panigale V4S, and Panigale V4 Speciale**

**Dealer Bulletin: SRV-TSB-18-012**

Dear Ducati Owner,

Ducati North America has determined a more optimal location for the Vehicle Identification Number (VIN) Label on you motorcycle. The location of the VIN Label is currently applied to the swinging arm; therefore, it is not as close as possible to the intersection of steering post with the handle bars.

**What is wrong?**

On your motorcycle, the VIN Labels must be relocated or replaced with new labels. Additionally, two accompanying pages in your Owner’s Manual, page 26 and Page 28, must be overlaid using a new self-adhesive replacement page. All items will be provided to your dealer.

**What will Ducati do?**

To correct this condition, your authorized selling Ducati dealer will replace the VIN Labels on your motorcycle and insert new pages in your Owner’s Manual reflecting the updated location.

**Service Problem Help:**

If you believe that your dealer has failed or is unable to perform the service within a reasonable period of time, please contact Ducati North America Customer Care at 1 (888) 391-5446.

Sincerely,

Richard Kenton  
Technical Director – Ducati North America