Ducati China To Open Under Audi For 2016 As Official Importer Into The Mainland

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Borgo Panigale (Bologna, Italy), 2 September 2015– Ducati Motor Holding announces that the import of its motorcycles and related products (Apparel, Accessories, Spare Parts) into China will transfer from Jet Sky Development Ltd. (a company in the Denker Group) to Audi China from 1 January, 2016.

The mutually agreed decision will build upon the excellent work executed by Jet Sky Development Ltd, which has successfully established the Ducati brand in China with an efficient and professional network. The transfer will now enable the iconic Italian motorcycle manufacturer to further widen the market in China, capitalizing upon Audi's experience on the successful distribution of premium vehicles in the region.

Underlining China as a strategic part of Ducati's plans in Asia, Claudio Domenicali (CEO of Ducati Motor Holding) said: "*We consider China to be fundamentally important to our expansion in Asia and so we are proud to announce that we are now able to benefit from Audi's vast experience there to enable us to take another step forward. I would personally like to thank Jet Sky Development Ltd. for the invaluable contribution they made to the Ducati brand in China, confident in knowing that they will remain with us, now as part of Ducati China's dealership network, and continue the momentum they initiated with premium services and part of a network that will set a benchmark in the industry*".

Mr. Evan Mak, General Manager of the current importer for China, added: "*The motorcycle market in China has presented many challenges over the past six years, but always represented a great potential for the Ducati brand. The success of sales growth and brand positioning was the result of our great team here in China and the continuous support from the Ducati Motor Holding headquarters in Italy. From 2016 onwards, Jet Sky Development Ltd. will continue to dedicate efforts in promoting the Ducati passion in China under Audi.*"

"*China has become a key growth market for Ducati worldwide. The new structure under Audi will enable us to further consolidate our premium position in terms of brand, products and services in China,*" said Marco Elli, Head of the new Ducati China division. "*We will increase our sales network in China in 2016 and further enlarge our customer experience program in China.*"

The official announcement was made to Chinese media attending a press conference event at the Audi China headquarters in Beijing, China.

Ducati Motor Holding S.p.A. - A Sole Shareholder Company - A Company subject to the Management and Coordination activities of AUDI AG

Founded in 1926, Ducati has been producing sport-inspired motorcycles since 1946. Today, their motorcycles are characterized by performance engines with Desmodromic valve actuation, innovative design and avant-garde technology. Covering several market segments, Ducati's range of motorcycles is divided into model families which include: Diavel, Hypermotard, Monster, Multistrada, Streetfighter, and Superbike. In 2015 Ducati presents the Ducati Scrambler: not just a new motorcycle but rather a new brand, offering a whole new world made up of bikes, accessories and apparel that provide the last word in self-expression.

These authentic icons of "made in Italy", together with an extensive range of associated accessories and technical and lifestyle apparel, are distributed in 90 countries around the world, with concentration on the European, North American and Asia-Pacific markets. In addition to the Bologna factory located in the Borgo Panigale area, Ducati has a plant in Thailand, which opened in 2011 and assembles motorcycles for the Asian market, and, since 2012, another in Brazil that assembles motorcycles for South America. In 2014 Ducati delivered 45,100 motorcycles to customers, an all-time company record.

Ducati competes in both the World Superbike and MotoGP World Championships. In Superbike Ducati has won 17 Manufacturers' titles and 14 Riders' titles and in 2011 passed the historic milestone of 300

race victories. Ducati have participated in MotoGP since 2003, winning both the Manufacturers' and Riders' titles in 2007.

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