



LA DUCATI DAY, OCTOBER 9, 2011

Thousands of Ducatisti will attend the 8th annual fundraising event in La Honda, California.

Cupertino, California (July 10, 2011) - Nor Cal Ducati DOC, Ducati North America, Motion Pro, Nichols Sportbike Service, Ducati Monster Forum, Ducati Vintage Club, Lindemann Engineering and Doc Wong present La Ducati Day 2011 in Downtown La Honda (renamed "La Ducati") on Sunday, October 9, 2011 from 10am to 5 pm.

Events of the day will include:

- Riders for Health Auction
- Ducati Vintage Club sponsored Concorso Ducati
- Motion Pro sponsored Ducati Garage Challenge and Slow Ride Competition
- Leo Vince USA Sponsored Ducati Music Challenge
- Dave Moss/Catalyst Reaction Sportbike Suspension Setup Clinic
- vendor court, food, raffles and more

Free event admission. All proceeds from entry fees, Sportbike Suspension Setup Clinic and raffles will benefit the La Honda Fire Brigade. These good men and women rescue crashed motorcyclists on that side of the mountain, so helping them helps the local motorcycle community.

We hope you will make the ride up into La Honda, situated in the beautiful Santa Cruz Mountains, and help us rename the city La Ducati for the day of the event.

Directions: La Honda, California is located west of Redwood City, on Highway 84, between Highways 35 and 1, in Northern California.

For additional event information, please browse to www.norcaldoc.com/idd, or contact John Clelland at johnc@norcaldoc.com

About Ducati:

Founded in 1926, Ducati builds racing-inspired motorcycles characterized by unique engine features, innovative design, advanced engineering and overall technical excellence. The company produces motorcycles in six market segments which vary in their technical and design features and intended customers: Superbike, Streetfighter, Monster, Multistrada, SportClassic and Hypermotard. The company's motorcycles are sold in more than 60 countries worldwide, with a primary focus in the Western European, North American and Japan markets. Ducati competes in the World Superbike and MotoGP World Championships. In World Superbike, Ducati won both the 2008 Manufacturers' and Riders' titles, bringing the total to 15 of the last 18 Manufacturers' titles and 13 Riders' titles. Competing in MotoGP since 2003, Ducati won both the Constructors' and Riders' world titles in 2007. For more information, please visit www.ducati.com