

Sample of Customer Letter

February 13, 2008

Name
Address
City, St, Zip

VIN#

**Subject: Ducati Motorcycles:
 1098/1098 S M.Y. 2007
 Dealer Bulletin: RCL-08-001**

NHTSA CAMPAIGN I.D. Number: 07V450000
Transport Canada Safety Recall I.D. Number: 2007326

Summary of Procedure: On the above referenced models it is necessary to Re-map the Electronic Control Unit (ECU).

Dear Ducati Owner,

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act & Transport Canada.

Ducati Motor Holding S.P.A. has decided that a defect that relates to motor vehicle safety exists in certain 1098/1098 S M.Y. 2007 motorcycles. The affected 1098 models were manufactured from December 21, 2006 to March 15, 2007.

Our records show that you are the owner of a Ducati motorcycle affected by this safety recall campaign. Please take the time to read this letter and help us take the appropriate steps to ensure that your vehicle is operating properly.

Description of defect:

Ducati Motor Holding S.P.A. has determined that the Electronic Control Unit (ECU), installed during production of some 1098/1098 S M.Y. 2007 motorcycles, had improper mapping. This non-conformity may cause the engine to stall at idle speed when coolant temperature exceeds 180 F. If the engine stops while the motorcycle is being driven, it could increase the risk of a crash.

Precautions - Your appointment with your Ducati dealer:

We request that you contact your authorized Ducati dealer as soon as possible and make an appointment so that the required free of charge service can be performed without delay. If you are not the only rider of this motorcycle, please advise all other riders of this important information. You may continue to ride this motorcycle; however, if you chose to do so, do not leave this problem unattended.



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Description of Remedy:

Your authorized Ducati dealer will update the existing ECU mapping using the DDS.

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 write to:

Ducati North America, Inc.
Attn: Aftersales
10443 Bandlely Drive
Cupertino, CA 95014

If you still cannot obtain satisfaction, you may file a complaint with the appropriate Administrator listed below:

USA Customers:

National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
Washington, D.C. 20590
Or call toll-free hotline at 1-888-327-4236
(TTY 1- 800-424-9153), or go to [HTTP://WWW.SAFERCAR.GOV](http://WWW.SAFERCAR.GOV).

Canadian Customers:

Canada Motor Vehicle Safety
And Motor Vehicle Regulation Office
Telephone: (613) 993-9542

TREADACT CUSTOMER REIMBURSEMENT PLAN
Ducati North America, Inc.

If you have paid for the repair described in the attached letter, and you would like to be considered for reimbursement, please contact your authorized Ducati dealer. Expenses from repair facilities outside of authorized Ducati dealer's network will be considered; however, the procedure must meet Ducati North America standards and use Ducati original replacement parts.

Your authorized Ducati retailer will request a copy of your owner notification letter, as well as, a copy of your previously paid invoice, and then inspect the vehicle if still in your possession prior to submitting a claim on your behalf to Ducati North America, Inc. for reimbursement.

Please note the following:

Only a repair subject of this safety recall campaign is reimbursable. Ducati North America, Inc will not reimburse consequential expenses such as towing, rental, accommodations, and damage repairs. Towing expenses up to a maximum amount of US \$200 or Canadian \$300 may be considered as refundable by calling your Road Side Assistance provider toll free: 800-234-1353.



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Ducati North America, Inc. will not reimburse for prior repairs that did not utilize original Ducati parts.

We anticipate that your authorized Ducati dealer will be able to answer any questions that you may have regarding your qualifications for reimbursement of a previous repair. If you qualify for such a reimbursement, they will be able to advise you of the manner in which you may receive reimbursement.

We recommend that your authorized Ducati dealer be your primary contact on this issue; however, our Customer Relations Dept. may be contacted at 408-253-0499 for any special assistance required.

We regret any inconvenience to you from this action, however, your safety and satisfaction are important to us and we request that you bring your Ducati motorcycle to your dealer at your earliest convenience.

Thank you for riding Ducati.

Sincerely,

Ducati North America

