

SOTHEBY'S TO SELL FAMED DUCATI MOTORCYCLES

SEPTEMBER 13, 1999

--Ducati motorcycles are considered to be the most coveted in the world of high performance motorcycles for their racetrack heritage, Italian design, state-of-the-art engineering and unsurpassed victories in the World Superbike Championships--

--Sale to include unique Ducati racing bikes & memorabilia: MH900e original Prototype and Model, the 996 Factory racebike used by Carl Fogarty in the 1998 World Superbike Championships, and a Custom-Decorated Monster Dark belonging to Carl Fogarty--

--Nearly 100 motorcycles from international marks and 150 vintage bicycles to be auctioned--

Chicago -- Sotheby's Chicago will sell prestigious Ducati motorcycles on September 13, 1999 at its premises at 215 West Ohio Street in Chicago - the first sale of its kind for Sotheby's in North America. Ducati motorcycles are considered to be the most coveted in the world of high performance sport bikes for their racetrack heritage, Italian design, state-of-the-art engineering and unsurpassed victories in the World Superbike Championships.

Ducati Motor S.p.A. and Ducati Corse S.r.l. will offer Ducati racing bikes, along with various racing memorabilia, authentic parts and racing leathers. In all, Sotheby's auction will feature nearly one hundred motorcycles from famous international marks, 150 antique and vintage bicycles, and related memorabilia. The exhibition will open to the public at Sotheby's Chicago on Labor Day, September 6th from 10 am-5 pm and last until September 12.

"The Sotheby's auction of historic Ducati motorcycles is a landmark event in motorcycling-further expanding our reach into the realm of modern industrial design and fine collectibles. We always knew that our enthusiasts liked to display our motorcycles on pedestals in their living rooms. But to have our bikes displayed and auctioned at Sotheby's -- in front of the world's greatest connoisseurs and collectors -- is a real honor," said Federico Minoli, Chief Executive Officer of Ducati Motor.

Larry Sirolli, Managing Director of Sotheby's Chicago, stated, "We are privileged to offer this outstanding collection of motorcycles and honored to work with Ducati - a global leader in high performance sport motorcycling. The bikes represent the best of Ducati's heritage and chronicle its rise to prominence during the last decade. These 'works of art' evoke images of speed and dynamism, reminiscent of Italian Futurist paintings. The works of Balla, Boccioni, and Severini, parallel Ducati's design brilliance and the bike's embodiment of intensity and power. We expect this sale to be hugely successful and anticipate that these unique bikes will generate interest at an international level."

The prized lot is the **one-of-a-kind MH900 Evolution Prototype and designer's concept Model** (estimate available upon request). This is the prototype of the retro-futuristic Mike Hailwood Replica designed by Ducati Design Director Pierre Terblanche. The first product launched by the new Ducati Design division, the MH900e, was inspired by the Isle of Man TT winning F1 Ducati ridden to victory in 1978 by all-time great Mike Hailwood. For Pierre Terblanche the MH900e represents a dream bike: "The aim was to give the design the feel of a one-off special created by craftsmen, but using all the advantages of modern technology and production techniques to do so." Following its presentation at the INTERMOT Munich Motorcycle show in Fall of 1998, the MH900e "dreambike" received rave reviews from influential motorcycle publications around the world.

For the die-hard racing connoisseur, a true standout in the collection is **the 996 Factory racing bike used by World Champion Carl Fogarty in the 1998 World Superbike Series** (est. \$180/220,000). British racer Fogarty won his third World Superbike championship, a new record in the series in 1998 and is currently leading the 1999 series. First designed by Massimo Tamburini in 1992 as the 916 and constantly technologically developed over the last nine years, the 996 is a modern icon. In fact, this bike was prominently featured in the Guggenheim Museum's "Art of the Motorcycle" exhibition in the summer of 1998.

Another spectacular Ducati highlight is **the custom-decorated Fogarty Monster 600** (est.\$15/20,000) which was used by three-time World Superbike Champion Carl Fogarty for personal transportation in and around the racetrack during the 1998 World Superbike Championships. The Monster's custom paint job on its tank, tail and front depict the

Shark, Fogarty's preferred symbol. The Monster was designed in 1992 by Miguel Galluzzi who virtually invented a new type of motorcycle - the Naked. It was also exhibited by the Guggenheim in their groundbreaking "Art of the Motorcycle" exhibit in 1998.

Other bikes of note include the **Final Edition Supersport 900** (est. \$12/15,000), designed for Ducati enthusiasts to honor the legendary Supersport which originally raced at the Imola circuit in 1972. Also consigned is a **1997 Senna 916**, a special edition bike designed by Ducati engineers and Brazilian Formula One pilot Ayrton Senna (est. \$22/28,000).

In addition to bikes, Ducati has also consigned a variety of motorcycling memorabilia, including **Racing Leathers custom-fitted for World Superbike Champion Carl Fogarty designed by Dainese SpA**, the industry leader in protective riding leathers (est. \$6/9,000). A set of custom-designed leathers from DKNY, the American fashion designer who currently outfits the official Ducati race team with specially designed leathers and casual wear, have also been consigned. Finally, a set of three original prints of the award-winning advertising campaign "Ducati People" photographed by Italian fashion photographer Ferdinando Scianna will also be available.

A dozen Moto Morini motorcycles owned by Ducati -- which recently sold the Moto Morini brand -- has also been consigned.

In addition to this consignment from Ducati, this groundbreaking sale will include motorcycles manufactured by Harley-Davidson, Indian, Triumph, Moto Guzzi, and others, as well as 150 rare and antique bicycles, dominated by a large collection of vintage bicycles bearing names such as Schwinn, Shelby, and Columbia (see separate press release).

Images Available Upon Request

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