DucatiPod

Episode 012

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News and Notes

GENERAL NEWS

1. 2007 rulebooks are available online for all FIM-regulated series. (SOURCE: www.fim.ch)

a. Technical rules for MotoGP, World Superbike, World Supersport, World Superstock, Sidecar and Endurance World Championships can be found at the FIM website online at http://www.fim.ch.

b. Click “Rules and Codes” in the left menubar and then “Road Racing” option underneath. All rulebooks are available as pdf documents, opened with Adobe Acrobat or Acrobat Reader (available for free) in your language of choice and you can download them and save them for later reading.

2. Sales Growth Leads To Staff Expansion For Ducati North America (SOURCE: www.roadracingworld.com, dtd 31 JAN 2007)

a. Ducati has promoted created and filled an additional six senior level positions, as well as promoted a number of Ducati North America insiders as a result of Ducati’s growth in North America.

b. Jason Chinnock has been promoted to National Sales Manager, and Elliot Cho was hired from the HMC Supermoto Team to fill Chinnock’s old position of Area Sales Manager.

c. Supply Chain Manager Dimitre Dimitrov has been promoted to Ducati Performance Manager. Jon Bekefly has been hired

as the Accessories Manager and Georgina Colvin has been hired to fill the role of Apparel Manager.

d. Sian Goad has been promoted to Advertising and Brand Manager, and Kristi Blanchard has been promoted to Network Development Manager, while John Paolo Canton has been hired as Public Relations Coordinator.

e. Congratulations to everyone on their promotion and welcome to the Ducati family, all of DNA's new members. Maybe brining in some outsiders will infuse a little fresh thinking into the way Ducati North America deals with the Ducatisti in the Western Hemisphere, a-la a few organized public events in the next year or two?

3. Interesting article/opinion by Mark Gardiner on RoadRacer X concerning Ducati's 1098 and 2008 WSBK regulations. (SOURCE: www.roadracerx.com)

a. While it seems to be no secret that Ducati has lots of success in WSBK, that success has come at an exponential R&D cost compared to the Japanese teams. Also, the Ducati engines are notorious for their short useable lifespan before rebuilding and the cost of that rebuilding effort during the season to keep the 999 competitive. This is due mainly to the liberal freedom given to twin cylinder engines by the rulebook to keep them competitive at an equal displacement.

b. Changing the regulations to allow a 200cc displacement

advantage to twin cylinders, while still forcing them follow other regulations that are enforced on the inline-4 engines is basically trying to solve the problem from the exact opposite angel. The main advantage would be a lowered cost to Ducati as well as moving all bikes to a closer competition by using more or closer-to-stock parts inventory. Any other leveling of the field that might be required could be accomplished by more conventional, and cost effective, means.

c. While Ducati has already stated many times that they will simply NOT compete the 999 in 2008, can they afford not to if the rulebook is NOT amended, for whatever reason?

d. Conventional wisdom says that the Flammini brothers will amend the rulebook to allow the 1098 to run in 2008, as having Ducati compete the 1098 is better for Ducati, and having as many different manufacturers in the series is better for everyone. Keeping Ducati in the series by using a homologated bike that is much closer to stock than the current 999F06 is to the 999R is better for WSBK all around.

e. The MSMA has already shown that they are willing to walk out, like they did when the Flamminis announced the spec-tire rule, and FGSport showed that they knew what they were doing because the spec tires have definitely made WSBK much better, in sum, and the MSMA was forced to come back after a year out because they simply couldn’t afford not to compete. Do the Flammini’s still have the stones? If Bayliss-tic runs away with the championship again like

last year, will that ultimately hurt Ducati's chances? HHHmmmmmm……interesting idea. Have to mull that one over a little bit.

4. Ducati Desmo Challenge is now open for entrants. (SOURCE: www.ducati.com)

a. The annual Ducati Desmo Challenge begins its 3rd year, offering entrants the opportunity to race their Ducatis in Italy and other countries during the series. While the championship will be awarded based on total points throughout all six provisional races, you can enter just one race if you wish to just run your Desmo in the competition.

b. Cost is E2300 ($2996) and covers entrance into all six rounds, one day of free practice, one set of tires, and 20% off the entire 2007 Ducati Accessories catalog. Who has the money to buy some acceories after that entry fee?

b. Classes:

1) Superbike: All open 4-valves.

2) Protwins: All open 2-valves.

3) Superstock: 999 and 1098 only.

4) Supersport: All 748/749 models

5) SportClassic: Sport 1000 and Paul Smart replicas.

c. Provisional calendar:

1) 21-22 April 2007 (Magione)

2) 05-06 May 2007 (Varano de' Melegari)

3) 02-03 JUN 2007 (Vallelunga)

4) 28-30 JUN 2007 (Misano) Concludes with free entry into WDW 2007.

5) 21-22 JUL 2007 (Pannoniaring)

6) 05-07 AUG 2007(Misano)

d. Entry forms can be downloaded from the www.ducati.it website.

e. Hey Michael Lock! You've got all these new employees in Ducati North America now, so let's see some effort into putting something like this together for the U.S. PLEASE!?!?

5. World demand for 1098 leads to 3-month backlog of orders. (SOURCE: motoring.co.za)

a. World-wide demand for 1098 bikes has forced potential buyers to wait three months for the production backlog to get streamlined.

b. 60% of all orders are for the 1098S, while the remaining 40% or orders are relatively split between the 1098 base and the 1098 TriColore.

c. I can't wait to see the impact this has on first-half financials for 2008! "If you build it, they will come…."

MotoGP NEWS

1. Ducati leads the way on 2nd day of testing, yesterday, at Phillip Island. (SOURCE: www.roadracingworld.com, dtd 31 JAN 2007)

a. Ducati, headed up by Alex Barros riding for D'Antin Ducati was fastest with qualifying tires, turning in a blistering 1:30.01.

b. Capirossi and Stoner finished 1-2 on the time charts using race tires and trim. Capirex's best time was 1:30.34 and Stone's best time was 1:30.39.

World Superbike

1. Bayliss and Lanzi are fastest in first pre-season testing of 2007. (SOURCE: www.ducati.com)

a. The first World Superbike pre-season test of 2007 was held at Phillip Island earlier this month andTroy Bayliss and Lorenzo Lanzi have finished 1-2, topping the entire WSBK field with screaming fast laps for the three-day test.

b. Lorenzo ticked off a fast latp of 1:31.2, and Bayliss-tic ripped a 1:30.7, which was not only the fastest lap of the test, but would have been a record qualifying time at that circuit for WSBK.

c. The fastest non-Ducati rider was James Toseland, exactly 1 second slower than Bayliss with a 1:31.7. Watch for Toseland to be the thorn in Bayliss' side this coming season, if anyone has a shot at unseating Troy, it's J.T.

d. Interesting sidebar question: With Bayliss' time less than 7/10 slower than Barros, how much better ARE the 800cc

MotoGP bikes, anyway? Given that Bayliss usually gets faster as a race progresses, and lap times tend to be slower during a race than qualifying? What sort of times will the 1098s turn in and if they are competitive with Barros' best test time, what's the difference and what does Ducati actually get for all of that money they're spending in MotoGP? What would the net effect be if Ducati pulled out of MotoGP, instead of WSBK, and spent all that money elsewhere, like advertising or Ducatisti-oriented community events and public gatherings? Would that be a better use of all that MULA? Just a question…..

Ducati Tech

Tires (con't. from Episode 011) – Sizing and Sidewall data

All tires, by multinational law, contain the following information:

1. Manufacturer/Make.
2. Size indicator, including speed rating.
3. Recommended inflation range (psi).
4. Date of manufacture.
5. Gross load weight.
6. Other data that relates to construction (bias-ply vs. radial) and compounds. Required by law, but usually not readable unless you have the manufacturer's compound construction matrix. Important to know because it will affect your buying decision!

Date of Manufacture. – given as a three or four-digit number, typically sepeare from any other data on the sidewall, showing the calendar week and year of manufactur (ex: 0306 – the third week of 2006). Important to know so that you don't buy a tire that is too old from sitting on the display rack.

Size indication – given as a ratio number, such as 185/55. First number is always the width of the tire in millimeters, and the second number is the aspect ratio or the height of the tire as a percentage of the width. 185/55 aspect ratio of 55 is 55% of the width (185mm) or 101.75mm height. Most important data because oversizing the manufacturer's recommendation for rear tire size

may/will change the profile or shape of the carcass by seating the bead on the wheel. This will adversely affect performance and compromise safety.

Speed rating/construction/wheel size

1. given as a combination of letters and numbers that show the max. speed the tire is designed for, the construction of the tire (bias-ply or radial) and the size of the wheel the tire was designed to fit (16.5-inch, 17-inch, etc.).

2. Example: ZR17

Z = speed rating

R = construction type (radial)

17 = wheel size (17-inches)

Speed Rating Chart
Maximum Design/Test Speed

J Type	62	100
N Type	87	140
P Type	94	150
S Type	112	180
H Type	130	210
V Type	149	240
Z Type	149+	240+

Gross load weight – the maximum weight that the tire will support with recommended inflation pressure. This is not given in terms of weight by pounds or kilos, but is a code that can be cross-referenced against a load matrix. Helpful in determining what tire to buy based on what your estimated rider/bike/gear package will weigh

and the type of riding you will do. (Ex: 73W translates to 805 lbs. max. load.

LOAD INDEX (LI) RATING CHART

LI	lbs.	LI	lbs.	LI	lbs.	LI	lbs.	LI	lbs.
20	176	33	254	46	375	59	536	72	783
21	182	34	260	47	386	60	551	73	805
22	187	35	267	48	397	61	567	74	827
23	193	36	276	49	408	62	584	75	853
24	198	37	282	50	419	63	600	76	882
25	204	38	291	51	430	64	617	77	908
26	209	39	300	52	441	65	639	78	937
27	215	40	309	53	454	66	661	79	963
28	220	41	320	54	467	67	677	80	992
29	227	42	331	55	481	68	694	81	1019
30	234	43	342	56	494	69	716	82	1047
31	240	44	353	57	507	70	736	83	1074
32	247	45	364	58	520	71	761	84	1102

Closing

Online Resource:

TurboMonster website: http://www.turbomonster.com

Upciming Topics:

1. The history of Ducati (Part 1)

2. The history of Ducati (Part 2)

3. The history of Ducati (Part 3)

4. The 10 most important Ducati motorcycles ever made and their impact on Ducati’s future.

4. FT2006 Financial report and analysis.