



WHEREAS

- DUCATI MOTOR HOLDING S.p.A., A Sole Shareholder Company, A Company subject to the Management and Coordination activities of AUDI AG, legal residence Via Cavalieri Ducati n. 3, VAT 05113870967, ("Ducati") developed a project named "Desmo Owners Club" ("D.O.C.") open to those clubs that share a passion for Ducati motorcycles and the values outlined in more detail below, and undertake to observe these regulations (the "Regulations");
- Clubs that become affiliated to the "Desmo Owners Club" and as such obtain the qualification of "D.O.C." receive certain privileges and services made available by Ducati with an aim to support their activities;
- The club has read these Regulations and intends to accept them and undertake to observe them in full, and hereby applies to become a D.O.C. by having the Regulations duly signed and every page thereof initialed by an authorized signatory and returning them to Ducati, that will decide – at its sole discretion – whether to grant the club the D.O.C. qualification and provide the associated benefits as listed below.

DESMO OWNERS CLUB REGULATIONS

Article 1 – Mission, goal, purpose

1.1 Mission

The D.O.C. brings together persons who have a passion for the Ducati brand and promotes such passion, sharing the values and vocation of the brand, as well as the company's mission to conceive, design and manufacture premium-brand sports motorcycles with exclusive Italian design, distinctive features and superior performance proven at race tracks throughout the world.



1.2 Goal

The goal of D.O.C.'s is to share the values of the Ducati brand in their respective territories by bringing together persons who share the same interests, and bringing them closer to the Ducati world by organising and taking part in activities aimed to build an active, dynamic community that shares the same passion.

To this end, the D.O.C.'s cooperate with Ducati and all stakeholders that are part of the "Ducati company" system, such as employees, co-workers, dealers, suppliers, licensees and sponsors, to promote the Ducati passion.

1.3 Purpose

The main purpose of all D.O.C. activities must be to share motorcycle passion around the Ducati brand through multiple experiences in compliance with the laws in force where each D.O.C. is based.

Article 2 – Support from Ducati

2.1 General

Ducati will support the D.O.C.'s in their activities centred around the passion for Ducati motorcycles organised by the D.O.C.'s by providing certain services and benefits reserved for them.

2.2 Digital platform (DCO)

Ducati will make available to D.O.C.'s a digital platform (named "DCO") offering certain features, including:

- Management of club affiliation process;
- Training on registration processes and DCO use;
- Management of events organised by clubs and of post-event reporting;
- Management of member and potential member data records;



- Communication of activity details to members and potential members via e-mail and SMS. It is understood that such activities as well as any activities that involve the processing of personal data shall be carried out in compliance with applicable data protection laws.
- Dedicated area for communications with Ducati for effective management of requests from D.O.C.'s.

2.3 Exclusive benefits for D.O.C. members

Ducati may provide the following benefits to D.O.C.'s:

- 1) Welcome letter, membership card, patch, t-shirt, lapel pin, bracelet;
- 2) Opportunity to attend the "WDW" ("World Ducati Week") and access to other Ducati services/initiatives, including the DRE riding courses, and to Eicma International Milan Bike Show and/or other national or international shows, at special rates/conditions;
- 3) Free guided tour of Ducati factory and Ducati Museum.

It is understood that Ducati may offer such benefits solely to members who have been properly entered in the DCO platform.

2.4 President kit

Ducati undertakes to send to all D.O.C's the "President Kit" certifying the official D.O.C. acknowledgement by the fifteenth day of April each year, provided that such clubs meet the requirements and provisions under art. 3 of these Regulations.

2.5 Event kit

Ducati may make available to D.O.C's certain "Event Kits" on free loan for use; requests for such kits must be submitted to Ducati at least 60 calendar days before the event for which they are to be used. Ducati will assign such kits to D.O.C.'s according to the following criteria: availability, calendar of events held in that territory and corporate priorities.



The event kit remains the property of Ducati and the D.O.C. must return it in the same condition as it was received after use. It is understood that the D.O.C. shall be solely liable for the event the "Event Kit" is not returned or is damaged and shall refund Ducati of the relating costs.

It is understood that the logistical costs incurred in sending such event kits will be borne by Ducati up to an amount of Euro 300 (three hundred), while any expense in excess of this amount shall be for the account of the D.O.C., that shall pay such expense.

2.6 Visibility

Ducati undertakes to give visibility to D.O.C.'s on its websites and posting a link to the D.O.C.'s website on its site; likewise, the D.O.C shall provide a link from its website to the relevant Ducati site for that geographic area free of charge. Ducati may emphasise D.O.C. initiatives on its websites, provided that the publishing conditions established by Ducati are complied with.

2.7 Training

Ducati will develop training activities reserved for D.O.C.'s on different topics, depending on the evolution of D.O.C.'s at a world-wide level.

Article 3 - Requirements and fulfilments

3.1 Eligibility for D.O.C. affiliation

Any club or entity, with or without legal personality, governed by rules in compliance with the laws and regulations in force in its respective territory may submit an application for affiliation to D.O.C., by accepting these Regulations in full and fulfilling the formalities established hereunder.

It is understood that the required information to be provided to Ducati must be true, accurate and complete. Failure to fulfil this obligation will result in refusal of affiliation or loss of qualification for affiliated clubs, without prejudice to the provisions under art. 3.8.



Ducati reserves the right to accept and consider, at its sole discretion, applications for new affiliation or for renewal of existing affiliation from D.O.C.'s who have obtained the qualification in the past.

3.2 Prohibitions and obligations

D.O.C.'s may not pursue any commercial, political or religious purposes and may not under any circumstances carry out activities in competition with Ducati or with Ducati dealers, its partners, licensees or suppliers, or in contrast with any activity carried out by Ducati; failure to comply with this provision shall result in loss of qualification as D.O.C. effective immediately.

D.O.C.'s agree to obtain Ducati's written consent before engaging in any activities which may involve other entities/brands that may be in conflict/competition with Ducati.

D.O.C.'s undertake to perform activities in compliance with the law and applicable regulations in force in the place where they operate and to not make improper use of the benefits granted by Ducati in any way.

D.O.C.'s are fully independent, separate and autonomous from Ducati and under no circumstances shall Ducati be held liable for D.O.C.'s activities.

3.3 Ducati Code of Ethics

D.O.C.'s undertake to observe the "Ducati Code of Ethics" (Annex 1).

3.4 Road safety

In line with Ducati's activities aimed to promote road safety, the D.O.C. undertakes to promote safe riding according to safety criteria and in compliance with applicable rules, and to publicise Ducati's initiatives in this regard.

3.5 Minimum membership



In order to qualify as a D.O.C., clubs shall have a minimum membership, which is established by Ducati according to geographic area and number of Ducati motorcycles in the field in that area. Indications for the year 2018 are as follows:

- Asia/Africa/South America/Eastern Europe: minimum membership of 15 including President and members of the Board of Management.
- North America/Europe/Oceania: minimum membership of 50 including President and members of the Board of Management.

Ducati may grant deviations from this requirement.

3.6 Affiliation process

There are two types of affiliation application process aimed at obtaining the "D.O.C." qualification as described in Annex 2.

New affiliation:

- i. The President fills the form available in the dedicated section of the Ducati website.
- ii. After Ducati has verified compliance of the preliminary information provided, the President receives temporary access rights to the DCO platform in order to complete the affiliation application process.

There is no fixed submission term for the new D.O.C. affiliation process during the calendar year, and an affiliation application can be submitted at any time during the year.

After these activities are completed and Ducati has approved the application, Ducati will inform the applicant that the process has been completed successfully and the club has obtained the D.O.C. qualification.

Affiliation renewal:

- i. The President already has access rights to the DCO platform, and must validate existing data in the platform timely and accurately, by confirming or correcting data as required.
- ii. Upon each renewal, the latest updated version of these Regulations must be accepted, signed and initialled.



After these activities are completed and Ducati has approved the application, Ducati will inform the applicant that the process has been completed successfully and the club maintains the D.O.C. qualification.

3.7 Analysis and reporting activities

Ducati reserves the right to monitor D.O.C. member's satisfaction by sending them communications in compliance with data protection law in force.

The D.O.C. undertakes to submit six-monthly reports on club affairs, successful/unsuccessful outcome of club activities, operation of internal organisation and activities aimed at attracting new members.

3.8 D.O.C. activities

Below is a list of possible D.O.C. activities. This list is by no means exhaustive.

- Promoting events to ride Ducati motorcycles;
- Organising social events to share the passion for motorcycles with appropriate frequency;
- Setting up a calendar of activities – 5 a year as a minimum – to be published on the DCO platform;
- Communicating with Ducati to obtain detailed information on Ducati products/services;
- Taking part in national/international events organised by Ducati, with a club delegation;
- Promoting and organising “creative” and/or charitable events aimed, among other things, at promoting the image and social acceptance of motorcycle;
- Posting timely, coherent reports (texts, images and video clips) on club activities on the DCO platform.

3.9 Entry of data in the DCO platform

The D.O.C. warrants that the information entered in the DCO platform and in general provided to Ducati is true, accurate and correct and accepts any and all liability in this regard. Failure to fulfil this obligation may lead to withdrawal of D.O.C. qualification by Ducati and the D.O.C. shall indemnify and hold harmless Ducati against any and all liability/third party's claims resulting from inaccurate entry and/or communication of information.



Article 4 - D.O.C. organisation

4.1 Democratic organisation

D.O.C.'s must be built on a democratic structure so as to provide access to all club members to the election of club officials and bodies.

Ducati encourages clubs to select managing bodies through a democratic election process at a meeting at which the majority of D.O.C. members are represented. Elections should be held every two years as a minimum.

Each D.O.C. should have the following offices as a minimum: President, Vice President, Secretary and Treasurer. Their respective duties are outlined in more detail below.

Ducati reserves the right to determine whether the organisation complies with the democratic principles outlined in these Regulations.

4.2 President

The D.O.C. President is responsible for the D.O.C., is its legal representative, promotes all activities in compliance with these Regulations, guarantees the democratic management of club affairs, is the key contact with Ducati and the Local D.O.C. contact person designated by Ducati.

4.3 Vice President

The Vice President is responsible for D.O.C. activities in the territory. He manages D.O.C. initiatives inspired by the suggestions provided in paragraph 3.8. of these Regulations; prepares the calendar of events at the beginning of each year and requests the event kits within the due terms; organises activities, informs members of such activities and documents activities (photos, video, texts) to share them through the DCO. He co-operates with Ducati to offer an evaluation of events with a nation-wide audience and helps select partners to be involved in such activities. He promotes awareness of issues relating to safe riding and observance of applicable law and responsible behaviour among D.O.C. members.



4.4. Secretary

The Secretary to the D.O.C. fulfils formalities relating to club activity, such as managing member data records and entering such data records in the DCO system. He organises the meetings of the Board of Management and of club members and writes meeting reports where required. He ensures that members fill any insurance documents/liability waivers for test rides and/or track days. He sets up, maintains and keep up-to-date the D.O.C document archive.

4.5 Treasurer

The D.O.C. Treasurer takes care of accounting/administration, prepares yearly budgets and year-end reports; collects membership fees (if any) from members, allocates resources to activities as agreed with the other members of the Board of Management and with the President; manages cash flows from activities and draws up at least annual financial reports for submission to the Board of Management and members; keeps track of revenues and expenses arising out of D.O.C fulfilments with due care and promptly informs the competent body of any deviations from budget plans. Considering the delicate nature of Treasurers' responsibilities, Ducati encourages clubs to establish a maximum two-year non-renewable term for this office.

4.6 Other offices

The provisions outlined above are offered as broad indications, without prejudice to the fact that the principle of democratic organisation and the law applicable in the place where the D.O.C. is constituted must always be observed.

The D.O.C. may set up additional offices at its own discretion to manage club organisation.

Article 5 - Trademarks / Visual identity

5.1 Terms and conditions of use



As the legitimate owner of the “Desmo Owners Club” trademarks as defined in Annex 3 (hereinafter the “D.O.C. Trademarks”), Ducati grants the D.O.C. non-exclusive use of the D.O.C. Trademarks set out in Annex 3 alone under the terms and conditions set forth herein.

It is understood that the use of D.O.C. Trademarks requires prior written authorisation by Ducati.

The use of any other trademark and/or designation and/or logo owned by Ducati (“Trademarks”), in any manner and form, is expressly forbidden.

5.2 Compliance with applicable law

In addition to the provisions hereunder, the D.O.C. shall comply with applicable law and provisions concerning the use of trademarks, and shall be solely liable for any violation of such law and provisions. Under no circumstances may Ducati be held liable for the event that the use of D.O.C. Trademarks and/or Trademarks in a given country infringes on the industrial property rights of third parties, it being understood that the D.O.C. Trademarks and Trademarks do not enjoy the same degree of protection in all world countries and are not registered for all classes of goods.

5.3 Use limitations

Under no circumstances may the D.O.C. use the Trademarks or D.O.C. Trademarks for commercial or for-profit business purposes or anyway for any purposes other than those for which use is hereby granted.

Any use of the D.O.C. Trademarks and/or Trademarks not in compliance with this authorisation shall be considered unlawful and may lead to withdrawal of D.O.C. status; in addition, Ducati shall be entitled to take legal action to protect its interests which have been violated by D.O.C. non-compliance.

The D.O.C. shall immediately cease any use of the D.O.C. Trademarks in any form upon loss of D.O.C. qualification.

5.4 Reporting unlawful use



The D.O.C. shall promptly report to Ducati any unlawful or improper use by third parties of the Trademarks owned by Ducati of which it becomes aware.

Article 6 - Data protection

6.1 Reference law

Ducati is committed to protecting privacy. Any personal data communicated to Ducati through the DCO platform or other means must be true, accurate and up-to-date and shall be processed with the utmost care using all appropriate tools to ensure data security, in full compliance of Italian law in force concerning personal data protection (Legislative Decree 196/2003 as amended). Ducati and the D.O.C. undertake to process – each as an independent Data Controller – the personal data of D.O.C. members in compliance with applicable law, fulfilling all required obligations in regard to disclosure of data protection policy statement, collection of consent and implementation of security measures. Accordingly, pursuant to and for the purpose of art. 13 of Legislative Decree 196/2003, the D.O.C. undertakes to provide an appropriate data protection policy statement (Annex 4) on the methods of processing and to obtain the appropriate consent to data processing from the data subject, keeping these documents on record and forwarding them to Ducati where appropriate.

Article 7 - Term

7.1

Affiliation to the “Desmo Owners Club” shall expire on the 31st December of each year and may be renewed every year for the same term, after renewal of the affiliation by the D.O.C., according to the procedures indicated by Ducati. It is understood that affiliation is not tacitly renewable.

Article 8 - Withdrawal of D.O.C. qualification

8.1



Ducati reserves the right to grant and/or withdraw the D.O.C. qualification at its sole discretion, whenever a situation arises or conducts occur that clash against or are in breach of these Regulations, applicable law, the mission, Ducati's objectives and/or the purpose of D.O.C. activities.

8.2

The D.O.C. waives any and all claims, including money claims, against Ducati, with special regard to refusal, loss or withdrawal of D.O.C. qualification.

8.3

It is understood that the D.O.C. qualification by no means authorises the D.O.C. to act as an agent or attorney or anyway as a representative of Ducati, or misrepresent itself as an organisation that is part of Ducati or of the Volkswagen-Audi Group of which Ducati is part, as the D.O.C. is a fully independent organisation and Ducati has no connection with its affairs.

8.4

Ducati has the right to modify these Regulations at any time and each D.O.C. may refuse to accept such modifications, which shall result in loss of D.O.C. qualification.

Article – 9 Applicable law and court of jurisdiction

9.1

These Regulations are governed by the Italian law. Any disputes arising in connection with these Regulations shall be submitted to the Court of Bologna, Italy, that shall have sole jurisdiction.

The following documents are annexed to the Regulations and incorporated by reference and deemed as approved:

Annex 1 – Ducati Code of Ethics (ref. 3.3)

Annex 2 – Affiliation process (ref. 3.6)

Annex 3 – D.O.C visual identity and Ducati Trademarks (ref. 5.1)



Annex 4 – Privacy Policy Statement under art. 13 of Legislative Decree 196/2003 (ref. 6.1)



By signing these Regulations, the Club:

_____,
having _____ registered _____ office _____ in
_____,
at _____,
_____,
VAT / Fiscal Code No. _____, in the person
of _____ its _____ legal _____ representative _____ Mr.
_____,
born _____ in _____, _____ on
_____,
and _____ resident _____ in
_____,
Fiscal Code No. _____,

undertakes, in the event the candidate D.O.C. ("Demo Owners Club") is accepted by Ducati,
to fully and unconditionally comply with the provisions of these Regulations.

[Place] _____, [Date] _____

The _____ President/legal _____ representative _____ of _____ the
Club _____

Mr. _____

[Signature] _____



Annex 1

DUCATI CODE OF ETHICS

Introduction

Ducati¹ operates on an international scale pursuing excellence both on the track and in technological fields, and in doing so, respects both laws and the individuals and organisations involved in this pursuit. Due to the complexity of the various situations in which Ducati operates the following Code of Ethics ("Code") has been drawn up. This contains all the values which Ducati acknowledges, honours and shares towards all individuals and organisations with whom it works (stake holders). Rules of conduct to be complied with in the performance of all activities in order to guarantee Ducati's reliability and good reputation are set forth in the Rules of Conduct annexed. Below the list of the aforementioned stakeholders:

- a) Public Institutions
- b) Final customer
- c) Sales and assistance network
- d) Public
- e) Suppliers
- f) Competitors
- g) Personnel ²
- h) Ducati Owners Club

STAKE HOLDERS

- a) Public Institutions.

¹ In the Code, "Ducati" implies Ducati Motor Holding S.p.A. and its controlled companies under section 2359 of the Italian civil code as well as under section 26 of Legislative Decree 9th April 1991, nr. 127

² In the Code, "personnel" implies all human resources under working contract with any of the Ducati companies.



Ducati's relationship with public institutions is based on transparency, correctness and cooperation.

b) Final customer.

In order to maximise the satisfaction of the purchasers of its products, Ducati focuses its efforts on designing, creating and launching in the market products which meet the most demanding quality, safety and reliability standards and it also provides the final customers with suitable instructions and maintenance guidelines written in a clear and comprehensible manner.

c) Sales and assistance network.

Ducati selects its own sale dealers and assistance network exclusively on the basis of company needs and selects those who satisfy the criteria of competitiveness, quality and professionalism.

d) Public.

Ducati communicates with the public clearly, honestly and uniformly, respecting the laws and the rules of professional correctness and of this Code. Ducati respects the environment and promotes its care and protection through the discovery and evaluation of its territory.

e) Suppliers.

Ducati selects its suppliers solely according to company needs and according to the competitiveness of the final costs of the goods/services supplied, quality of the goods and processes involved, service, technical skill and professionalism. Ducati's relationship with its suppliers is based on efficiency, loyalty, correctness and impartiality.

f) Competitors.

Ducati believes in honest competitiveness as a source of technical and economic development and progress.

g) Personnel.

Ducati's personnel is one of its most important assets. The wealth of knowledge, passion and engagement of its personnel is essential to the growth and success of Ducati. Ducati does not tolerate any form of discrimination regarding race, religion, political or industrial opinions, sex, sexuality, handicap conditions, or age of its staff. Dignity and respect towards people and their work are due at all times and are not dependent on qualifications



or role within the company. Ducati believes that the working environment should be peaceful and dignified and it does not tolerate any threat or intimidation of its personnel.

h) Desmo Owners Club.

The relationship between Ducati and Desmo Owners Club is based on fairness and cooperation. The Desmo Owners Club's members act following principles of honesty and respect of others promoted by Ducati.



Annex 2

Affiliation process

To become affiliated as an official D.O.C. for the year 2018 it is necessary to complete the affiliation procedure described below.

The affiliation process is divided into two separate phases that are to be completed on-line using the new Ducati Club Organizer (DCO) application software.

Before proceeding with the affiliation process, you need to obtain access rights to the DCO portal. The access link will be e-mailed to the Club President. Once you have received the link, follow it to select your access credentials.

Presidents of new affiliated Clubs will receive the e-mail after submission and approval of the affiliation application using the suitable form available at www.ducati.com.

This is what you need to do to complete the two affiliation phases:

- Phase I (to be completed within 1st January 2018):
 - o Fill Club data record
 - o Send partnership proposal to dealer
 - o Enter President personal details
 - o Upload all necessary documents (see list below)
- Phase II (to be completed within 1st January 2018):
 - o Enter staff details
 - o Upload draft event calendar for the affiliation year
 - o Enter members

PHASE I

CLUB DATA RECORD: Fill Club data record including contact details and general information on D.O.C.

SEND PARTNERSHIP PROPOSAL TO DEALER: To complete phase I of the affiliation process, you need to indicate your reference Ducati dealer.

The Dealer you select will receive an e-mail asking him to confirm that he has accepted to be a Club's partner. The Club will receive an e-mail stating whether the Dealer has accepted or refused to be a Club's partner.

PRESIDENT DATA RECORD: Enter President personal details.

UPLOAD DOCUMENTS: You will need to provide certain documents in order to complete phase I:

- High-resolution Club logo
- Regulations signed and initialled on all pages
- Valid identity document of President

A check list is provided in the top section of the homepage to help the President keep track of the activities required for the affiliation process. During phase I, the check list reports To



Do activities in order to complete this session. Once phase I is completed, the check list is updated and reports To Do activities for Phase II.

Once all Phase I activities have been completed, a key labelled "Submit to Ducati" appears in the check list. When you click this key, the affiliation application will be submitted to Ducati for evaluation.

After approval, the President receives an e-mail prompting him/her to proceed with Phase II of the affiliation process.

PHASE II

CLUB STAFF: We have identified four standard club offices. Other staff members may be added using the generic designation "delegate". Standard offices are:

- The President
- Vice President
- Secretary
- Treasurer

EVENT CALENDAR: In order to qualify as a Ducati Official Club, you need to enter at least 5 events in the calendar of the events planned for the affiliation year.

For each event, add a short description, and the start and end dates.

At this stage, you do not necessarily need to provide a detailed description or the final dates. You may edit dates and description in the event management screen at a later time, if necessary.

ENTER MEMBERS: The last thing the President needs to do in order to complete the affiliation process is entering the details of Club members into the DCO. To complete the affiliation process, you need to enter at least 50% of minimum membership.

When uploading personal data, it is very important to remember the consent to personal data processing, so that both the Club and Ducati can use that information to send communications to club members. To this end, the DCO screen provides two check boxes that need to be selected to authorise the Club and Ducati Motor Holding spa to process member data.

Without these authorisations, the Club and/or Ducati (depending on which box or boxes have been selected) will not be able to send any communications.

Once all activities in Phase II check list have been completed, the "Submit to Ducati" key appears again to indicate that the affiliation process has been completed and ready for Ducati to evaluate.

If the outcome is favourable, you will receive a communication confirming your approved DOC status.



Annex 3

D.O.C visual identity and Ducati Trademarks

1.1 Costruzione del Marchio Desmo Owners Club Description of the Desmo Owners Club Logo

Marchio Ducati /
Ducati Shield

Font Univers 45 Light



- Il Marchio Desmo Owners Club è composto da due aree quadrangolari: la prima costituita dal Marchio Ducati e la seconda dalla scritta Desmo Owners Club il cui acronimo è DOC. Tale acronimo è reso visibile, all'interno del Marchio, dal colore rosso.
- Il Marchio DOC può essere orizzontale o verticale. La scelta di una delle due versioni è stabilita in base alla superficie sulla quale sarà applicata.

- The Desmo Owners Club Logo is made up of two square sections: the first includes the Ducati Shield and the second contains the words Desmo Owners Club, the initials of which are DOC. These initials can be seen in red inside the Desmo Owners Club Logo.
- The DOC Logo can be used horizontally or vertically. The choice of which version to use depends on the surface where it is to be applied.



- Il Marchio Desmo Owners Club non dovrà mai essere separato, inclinato, ruotato o modificato in qualsiasi altro modo (variando colore o inserendo simboli o scritte).

- The Desmo Owners Club Logo must never be separated, slanted, turned to an angle or changed in any other way (using different colours or adding other symbols or words).



1.2 Declinazione del Marchio DOC orizzontale su fondi di colori diversi Use of the DOC horizontal Logo on different background colours

Versione orizzontale / Horizontal version



Colori Istituzionali /
Company Colours



Esempi di colori generici chiari /
Examples of generic light shades



Esempi di colori generici scuri /
Examples of generic dark shades

- Il Marchio DOC comprende un filetto bianco di contorno visibile solo nel caso in cui venga posizionato su un fondo di colore diverso dal bianco.
- Il Marchio DOC non cambia a seconda del colore su quale viene collocato.

- The DOC Logo includes a fine white outline, which is only visible when used on a background colour other than white.
- The DOC Logo does not change according to the background colour it is used on.



1.2 Declinazione del Marchio DOC orizzontale su fondi di colori diversi Use of the DOC horizontal Logo on different background colours

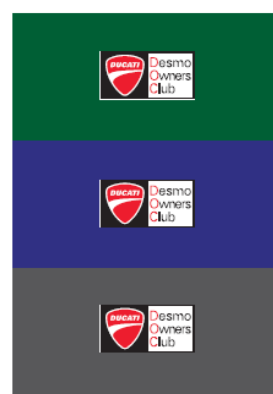
Versione orizzontale / Horizontal version



Colori Istituzionali /
Company Colours



Esempi di colori generici chiari /
Examples of generic light shades



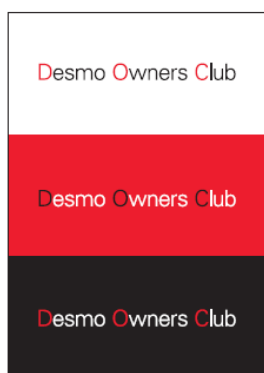
Esempi di colori generici scuri /
Examples of generic dark shades

- Il Marchio DOC comprende un filetto bianco di contorno visibile solo nel caso in cui venga posizionato su un fondo di colore diverso dal bianco.
- Il Marchio DOC non cambia a seconda del colore su quale viene collocato.

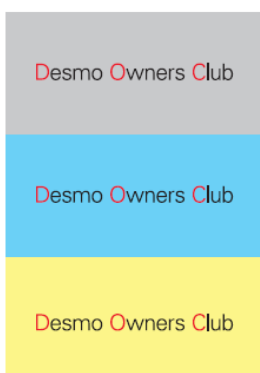
- The DOC Logo includes a fine white outline, which is only visible when used on a background colour other than white.
- The DOC Logo does not change according to the background colour it is used on.



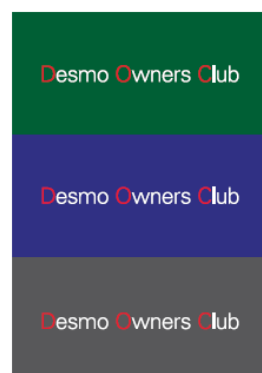
1.3 Declinazione della scritta Desmo Owners Club su fondi di colori diversi Use of the Desmo Owners Club script on different background colours



Colori Istituzionali /
Company Colours



Esempi di colori generici chiari /
Examples of generic light shades



Esempi di colori generici scuri /
Examples of generic dark shades

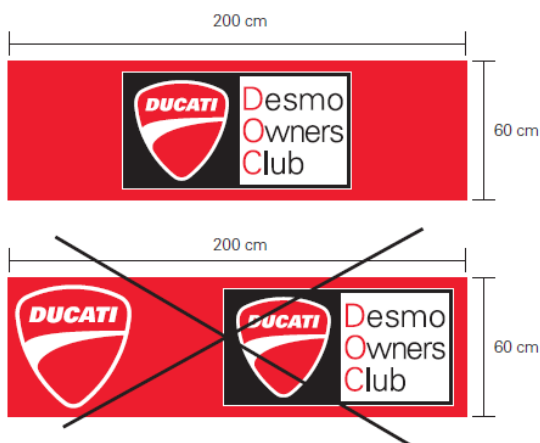
- La scritta Desmo Owners Club può essere utilizzata separatamente dal Marchio DOC.
- I due colori che compongono la scritta Desmo Owners Club varieranno a seconda del fondo sul quale viene applicata.

- The Desmo Owners Club script can be used separately from the DOC Logo.
- The two colours which make up the Desmo Owners Club script will vary according to the background colour it is used on.



1.4 Applicazione del Marchio DOC Application of the DOC Logo

Striscione / Banner



- Il Marchio DOC vive a sé ed è quindi proibito abbinarlo al Marchio o al Logotipo Ducati.

Bandiera / Flag



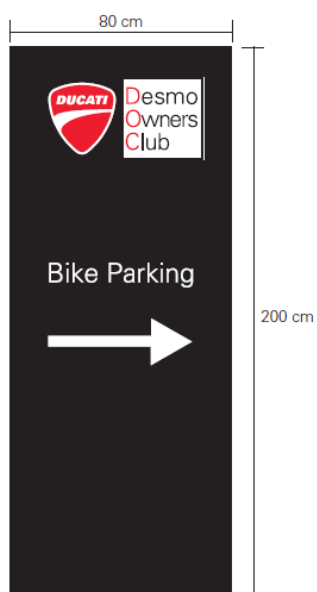
Bandiera / Flag



- The DOC Logo exists independently and it is therefore forbidden to use it with the Ducati Shield or Logotype.



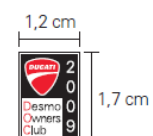
Banner / Banner



T-shirt / T-shirt

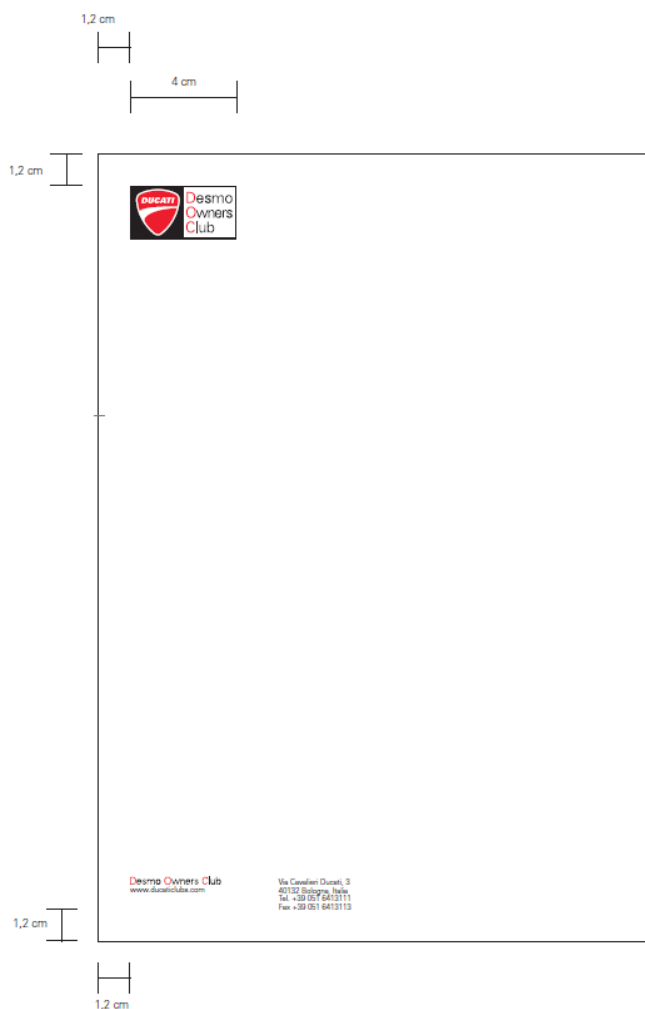


Spilla / Pin



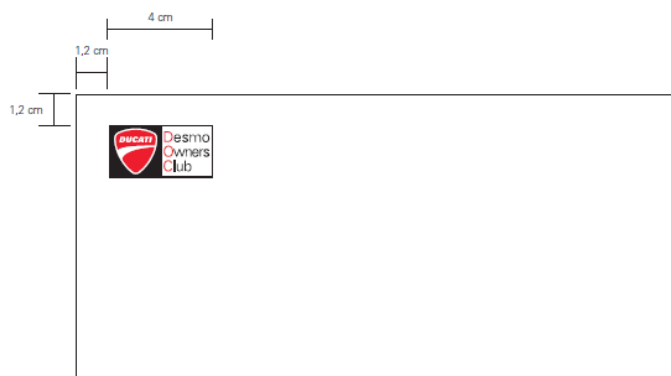
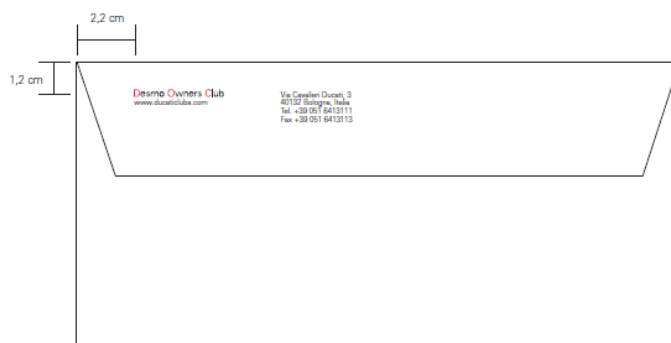


1.5 Modulistica DOC DOC Forms and Stationery





Busta americana / American envelope
23x11 cm





Il Combo DOC The DOC Combo



Il Combo DOC è la pura rappresentazione grafica di ciò che il Desmo Owners Club rappresenta: l'unione di persone legate dalla stessa passione per Ducati. Proprio per questo si è scelto di valersi di una struttura che avvicini visivamente Ducati al Ducatista, un Marchio in grado di garantire senso di appartenenza e un immediato successo. Si è ricorso infatti all'impiego di un modulo già apprezzato e utilizzato nel mondo racing per legare un marchio a quello dei suoi partner più prestigiosi.

The DOC Combo is the pure graphic representation of what the Desmo Owners Club represents: a group of people brought together by the same passion for Ducati. That is precisely why they have chosen to join a club which visibly unites Ducati and its fans, with a Trademark which can ensure a sense of belonging and immediate success. In fact a form already employed and appreciated in the racing world has been used to link a Trademark with that of its most prestigious partners.



1.1 Il Combo DOC The DOC Combo



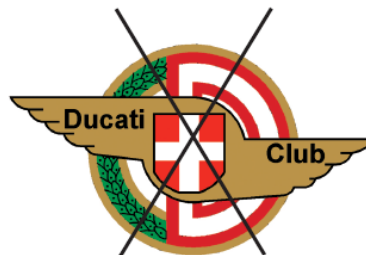
- Il Combo DOC è costituito da due aree quadrangolari: quella a sinistra contiene il Marchio Ducati mentre quella a destra il Marchio di un Club specifico. Al di sotto di queste due aree, ma parte integrante del Combo DOC, è presente la scritta Desmo Owners Club.

- The DOC Combo is made up of two square sections: the one on the left contains the Ducati Shield while the one on the right includes the logo of a specific club. Beneath these two sections, yet still an integral part of the DOC Combo, is the Desmo Owners Club script.



- Il Combo DOC non dovrà mai essere separato, inclinato, ruotato o modificato in qualsiasi altro modo (variando colore o inserendo simboli o scritte).

- The DOC Combo must never be separated, slanted, turned to an angle or changed in any other way (using different colours or adding other symbols or words).



Il Combo DOC:

- Il Marchio del Club inserito nell'area quadrangolare di destra del Combo DOC deve vivere sempre e solo su fondo bianco.
- Non deve avere al suo interno né marchi storici Ducati, né rivisitazioni degli attuali Marchi Ducati e Ducati Corse, né di prodotti Ducati.
- Non deve avere riferimenti a qualsiasi altro marchio commerciale.
- Non deve avere riferimenti politici e religiosi o essere offensivo nei riguardi di una determinata razza, religione, etnia o nazionalità.
- Tutti i Marchi dei Club antecedenti il 2009 dovrebbero essere uniformati alle regole sopra indicate.

The DOC Combo:

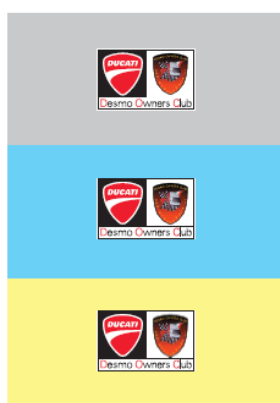
- The Club Logo inside the right-hand square section must always be placed on a white background only.
- It must not include any historical Ducati Trademarks or versions of any current Ducati and Ducati Corse Shield, or those of any Ducati products.
- It must not make any reference to other commercial Trademarks.
- It must not contain any political or religious references or be potentially offensive towards any race, religion, ethnic group or nationality.
- All pre-existing DOC Combos (pre 2009) must/should be made to comply with the above rules.



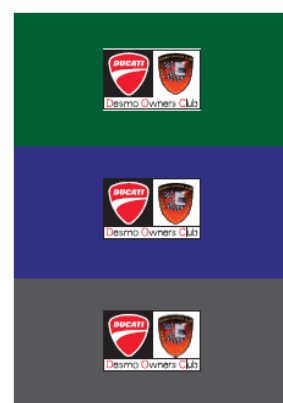
1.2 Declinazione del Combo DOC su fondi di colori diversi Use of the DOC Combo on different background colours



Colori Istituzionali /
Company Colours



Esempi di colori generici chiari /
Examples of generic light shades



Esempi di colori generici scuri /
Examples of generic dark shades

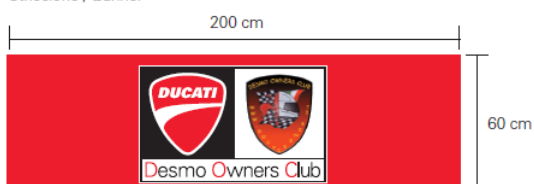
- Il Combo DOC comprende un filetto bianco di contorno visibile solo nel caso in cui il venga posizionato su un fondo di colore diverso dal bianco.
- Il Combo DOC non cambia a seconda del colore su quale viene collocato.

- The DOC Combo includes a fine white outline, which is only visible when used on a background colour other than white.
- The DOC Combo does not change according to the background colour it is used on.



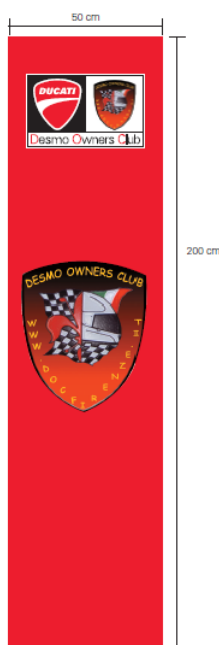
1.2 Applicazione del Combo DOC Application of the DOC Combo

Striscione / Banner



- Il Combo DOC non deve convivere né con il Marchio e il Logotipo Ducati, né con il Marchio DOC.

Bandiera / Flag



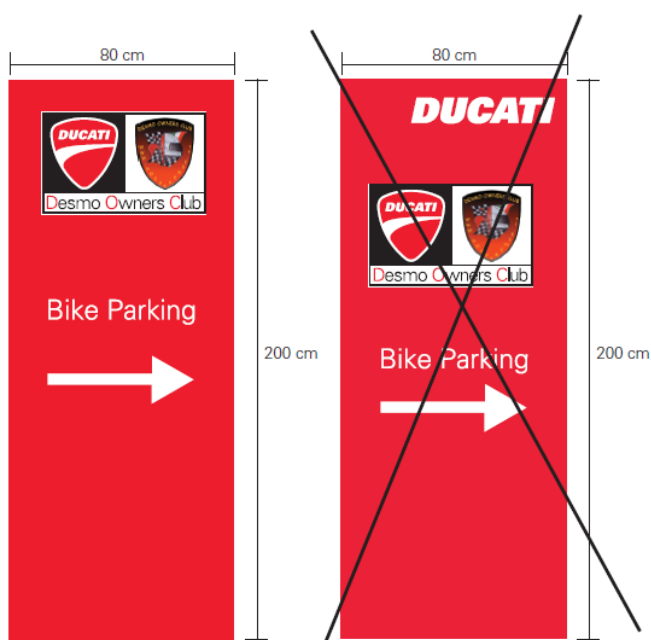
Bandiera / Flag



- The DOC Combo must not be used in conjunction with the Ducati Shield and Logotype, or the DOC Logo.



Banner / Banner



- Il Combo DOC può convivere con il Marchio del Club stesso perché firma di certificazione di appartenenza al mondo Ducati.

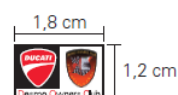
T-shirt / T-shirt



Cappellino / Cap



Spilla / Pin



- The DOC Combo may be used in conjunction with the Club Logo itself because it authenticates membership in the Ducati world.



Annex 4

Privacy Policy Statement under art. 13 of Legislative Decree no. 196 of 30 June 2003 (Personal Data Protection Consolidating Act).

The personal data of the Data Subject will be processed by the Data Controller DUCATI MOTOR HOLDING S.p.A., A Sole Shareholder Company - A Company subject to the Management and Coordination activities of AUDI AG, with registered office at via Cavalieri Ducati n. 3, Bologna, Italy VAT 05113870967 (hereinafter "Ducati"), and the Designated Officer Mr. Claudio Domenicali, with service address at the registered office of Ducati, by the DOC Club _____(hereinafter the "Club"), with registered office at _____ as independent Data Controller and by the Designated Officer _____ by automated means or otherwise in compliance with Legislative Decree no. 196 of 30 June 2003 - Personal Data Protection Consolidating Act, for the following purposes:

- (i) managing relations among the Data Subject, the Club and Ducati for the purpose of the registration process and in order to provide the Data Subject with the requested information, support and services. The Club and/or Ducati may make the data available to other companies in the same group as Ducati and/or to contract partners of Ducati that are part of its sales and service network (such as subsidiaries, importers, distributors, dealers, service/repair shops), that may be based in countries outside the European Union, solely for the above purposes and such other companies and/or contract partners will process the data solely for such purposes; the data will be made available to the Designated Officers and the Persons in charge of data processing designated by the Club, Ducati and by such companies and/or contract partners. The data provided by the Data Subject will not be disseminated;
- (ii) for promotional activities and commercial information, and forwarding of advertising material by the Club. For these purposes, the data will be disclosed to the Designated Officers and Persons in charge of processing designated by the Club. The data provided by the Data Subject will not be disseminated;



(ii) for promotional activities and commercial information, forwarding of advertising material, profiling activities based on an analysis of consumer choices by Ducati in order to forward tailored commercial information. The Club and/or Ducati may make the data available to other companies in the same group as Ducati and/or to contract partners of Ducati that are part of its sales and service network (such as subsidiaries, importers, distributors, dealers, service/repair shops), that may be based in countries outside the European Union, solely for the above purposes and such other companies and/or contract partners will process the data solely for such purposes; the data will be made available to the Designated Officers and the Persons in charge of data processing designated by the Club, Ducati and by such companies and/or contract partners. The data provided by the Data Subject will not be disseminated;

The data provided by the Data Subject may be cross-referenced with other data rightfully held by Ducati which the same Data Subject may have provided or may provide at other times for the purpose of keeping the data up-to-date.

Whilst not mandatory by law, provision of the data for the purposes described in paragraph (i) is required in order to register with the Club and obtain the requested support, information and/or services; failure to provide the data for such purposes will prevent the Data Subject from registering with the Club.

Provision of the data for the purposes described in paragraph (ii) is optional and not mandatory by law. Failure to give one's consent to data processing for such purposes will merely result in the Club's inability to carry out the activities aimed to provide the Data Subject with the above mentioned commercial information.

Provision of the data for the purposes described in paragraph (iii) is optional and not mandatory by law. Failure to give one's consent to data processing for such purposes will merely result in the Ducati's inability to carry out customer profiling activities aimed to send newsletters and tailored commercial information and perform market research and customer satisfaction surveys.

As a Data Subject, you have the rights established by art. 7 of Legislative Decree no. 196 of 30 June 2003, which is reported hereunder. To exercise your rights towards the above mentioned Data Controllers, and obtain an updated list of their respective Designated Officers, you may contact Ducati at the toll-free number 00.800.0038.22.84 (calls from Italy only) or send a notice to contact_us@ducati.com or fax number +39-051-6413268 or



you may contact the Club at phone number or send a notice to.....

I, the Data Subject, have read and understood the information provided in this privacy notice and the text of art. 7 of Legislative Decree no. 196 of 30 June 2003 reported hereunder and hereby

- ☐ authorise processing of my personal data for the purposes set out in paragraph (ii) of this privacy notice [commercial information from the Club];
- ☐ authorise processing of my personal data for the purposes set out in paragraph (iii) of this privacy notice [customer profiling in order for me to receive newsletters and tailored commercial information from Ducati and for Ducati to perform market research and customer satisfaction surveys].

[Name and Surname]_____

[Place]_____, [Date]_____

[Signature]_____

Legislative Decree no. 196 of 30 June 2003 – Personal Data Protection Consolidating Act

Art. 7. Right to access personal data and other rights

1. The data subject has the right to obtain confirmation that his/her personal data exist, regardless of their being already recorded, and communication of such data in intelligible form.

2. The data subject has the right to obtain information on: a) the source of the personal data; b) the purposes and methods of processing; c) the logic applied to processing if the same is carried out with the use of electronic means; d) the identification data of the Data Controller, the data processors and the designated representatives pursuant to article 5,



paragraph 2; e) the subjects or categories of subjects to whom or which the personal data may be communicated or who may obtain access to such data in their capacity as Designated Representatives for the Country, Data Processors or Persons in charge of processing.

3. The data subject has the right to: a) have the data updated, corrected or, if he/she so wishes, supplemented; b) have the data deleted, rendered anonymous or blocked if processed in breach of the law, including data that need not to be stored with regard to the purposes for which the data have been collected or subsequently processed; c) obtain a certification to the effect that the operations as per items a) and b) have been notified, as also related to their contents, to the entities to whom or which the data were communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared to the right that is to be protected.

4. The data subject has the right to object, in full or in part, a) for legitimate reasons, to processing of his/her personal data despite them being relevant to the purpose of the collection; b) to processing of his/her personal data for the distribution of advertising materials or commercial information or direct sales or for market research.