

**Person: Carlos Ramirez**

- Age: 32 years old
- Gender: Male
- Location: Toronto, Canada
- Occupation: Sales Executive
- Interests: Motorcycling, motorcycle racing, technology, and vehicle design.
- Biography: Carlos has been passionate about motorcycles since he was young. In his free time, he enjoys attending motorcycle shows and participating in motorsport events. He has always dreamed of owning a high-performance motorcycle like a Ducati and closely follows new trends in vehicle design and technology. Although he works full-time, he spends much of his free time researching the best motorcycles on the market.
- Purpose of website visit: Carlos visits the Ducati site to learn about the latest motorcycle models available, compare technical specifications, and view financing options. He is looking for his next high-performance sportbike and is interested in the Ducati Streetfighter V4S.
- Motivations: He wants a bike that combines impressive design, advanced technology, and power for use both in the city and on the highway. He is also looking for promotions and affordable financing.
- Online behavior: Carlos usually does a lot of research before making a purchase decision. He browses different websites, compares prices, and focuses on reading reviews and analysis of the models that interest him.