



## April Sales Programs Sales Bulletin SLS-025-014

Date: Tuesday, April 1, 2025  
To: Dealer Principal, General Manager, Sales Manager, USA Dealer Network  
From: Kris O'Hare, National Sales and Operation Director

The Spring riding season is here! Highly anticipated new models have been arriving to dealers for Ducatista's to the start of Season. For those who joined us at sales training we can all agree the new Panigale V2 and Multistrada V2 surpassed all our expectations and will sell out quickly!

Arriving the end of April

- 2025 New Streetfighter V4 & Streetfighter V4S



Ducati continues to have the lowest finance rates in the industry, starting at 0% for 60 months, on the remaining MY '24 in stock. Clients and dealers continue to have the flexibility to select alternative rates for a DFS contract bonus of up to \$3,500 on eligible models or Ducati Premier for low monthly payments.

### April Incentives Summary:

- Traditional Financing rates for select MY '24 at 0% for 60 months + no payments for 90 days
- Premier Rates start at 2.99% for 36 months on MY24
- Flexible option to choose:
  - DFS contract bonus up to \$3,500 with alternative interest rate on select MY '24 models – Please review DFS bulletin for details. (over \$100k earned in the first 60 days of 2025!)

### April Model Year 2024 Incentives

MY	Model	Traditional Financing		OR	Traditional Financing + DFS Contract Bonus			OR	Ducati Premier		
2024	Scrambler Gen 2 (Icon and Full Throttle)	0%/60 Mo	90 Days No Payments	OR		\$ 1,500	90 Days No Payments	OR	2.99%/36 Mo		
2024	Monster+					\$ 1,500					
2024	DesertX					\$ 2,500					
2024	Multistrada & Streetfighter V2					\$ 2,500					
2024	Multistrada V4S Travel & Radar					\$ 3,500					
2024	Multistrada V4 Rally	1.99%/36 Mo 2.99%/48 Mo 3.99%/60 Mo				4.99%/36 Mo			\$ 2,000		3.99%/36 Mo
2024	Multistrada RS & Pikes Peak					5.99%/48 Mo			\$ 2,000		
2024	Supersport family					6.99%/60 Mo			\$ 750		
2024	Hypermotard family (698 & 950)								\$ 1,000		
2024	Monster SP								\$ 750		
2024	Streetfighter & Panigale V4 & V4S								\$ 1,500		
2024	Scrambler Gen 2 Nightshift								\$ 750		
2024	Diavel V4 (excluding Bentley)								\$ 1,750		

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**IMPORTANT NOTE:** We will **not** publicly communicate the DFS Contract cash to the prospect. We will advise the prospect to "ask your dealer for alternative financing rates" which allows you to work with them to find the best solution for closing the sale.

### April Special Retail Financing Rate

- DFS Program Period: 4/1/2025 to 4/30/2025
- All motorcycles must be warranty-activated within 24 hours of the sale or by midnight on the final day of the respective promotion, whichever is sooner, to be considered eligible for the Ducati Special Financing Rate with Ducati Financial Services (DFS).
- APR offers are valid on select Ducati's. Offers available to highly qualified Tier 1 Customers on approved credit by Ducati Financial Services through participating Dealers. Not all customers will qualify for the advertised rates.
- Financing approvals and rate commitments are good for 30 days from the approval date.
- 0% – 25% down payment requirement based on credit tier and creditworthiness.
- The minimum amount financed is \$5,000.
- Eligible purchases must be made, contracted and warranty registered between 4/1/2025 to 4/30/2025.
- Motorcycles must be sold new, untitled, and not previously warranty activated (demonstrators are included, please; please refer to the DFS binder for demonstrator rates). They must also be sold and reported during the program period.
- See your DFS National Program Binder for details regarding advance amounts, dealer reserve rates, Premier Bonus, and other DFS program Rules & Regulations and Terms & Conditions.

For questions regarding this promotion or Ducati Financial Services, please contact your Regional Business Manager.