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Ducati North America sales hit an all-time high

Powersports Business

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Ducati North America had a record retail month in June, surpassing its previous all-time high set in May 2007, the company said in a statement July 2.

The record-setting month, which had sales that were 22 percent higher than June 2007, keeps the company's sales ahead for the year despite a weak marketplace.

"Sales were strong across the model range and have been exceptional for the newly introduced Monster 696," said Jason Chinnock, national sales manager. "The 696 demand outpaced our supply for the month, otherwise the new record of 1,410 units would have been higher. We will be working hard to meet that demand in the coming months."

Ducati North America has been growing in the United States over the past five years and has nearly tripled sales since 2003. A string of commercially successful bikes, from the Hypermotard to the new 1098 and 848 superbikes, and now the Monster have taken the brand to sales of more than 10,000 units in the past 12 months.

CEO Michael Lock credits the company's product lineup transformation and dealer improvements for the record sales increase.