

D.I.O.C. NEWS

By Your Fearless Director JOEL ELIEL



What Me
Worzy!

THE BIG ONE IS FINALLY HERE!

The Ducati 900 Super Sports are officially here for 1977. They are USA, DOT, EPA, AMA, SOB & CAL. legal. They come complete and out of the crate with: two clam mufflers to make the engine sound like a washing machine on the rinse cycle, two Conti mufflers to make it sound like its got some #11s, two 32mm Pumpers for putting around town, and two 40MM with velocity stacks and manifolds for tearing Kawastinkis to shreds and growing some hair on your chest, two tailights, one to make the bike production race legal, and one for letting those jerks in Detroit Irons know youre up ahead. They even threw in an extra chrome headlight rim. Man, they did this one right! It looks good, sounds magnificent and priced just right; around \$4,000. If you don't get all the stuff mentioned above then ask your dealer how come you aint getting the extras. I've waited for this baby so long. Now its here and I aint got the coins, and since you guys got me working on this thing damn well near night and day I can't go out hustle more bread on the side washing dishes or something. I feel sorry for those dudes that couldn't wait, and who could blame them, and went and got their scooter in Canada, laying out an extra 500 big ones or so.

The club is growing like crazy. I estimate that we have around 600 people in and getting to join in this DIOC. We are growing at a rate of nine to ten members a day. The second issue really did it. Those of you who can, please try and get all the people you meet with Ducatis to join. In our Union their is strength. If we keep this thing going it is going to make owning a Ducati a hell of a lot more fun. I can feel a lot of problems that people had with their machines getting solved, just because we are sharing what we know, and that is just great.

We finally heard from the factory. No letter, or comments about the club. They just mailed us a bunch of owners manuals, parts books, posters, brochures and their useles picture book shop manual. Nothing to write home about, but at least they answered. I guess we should be grateful for that alone.

In the goody kit the factory sent us were included the parts manuals for the 350 and 500 twins printed in English. It must be an indication that these models are just around the corner. Berliner Motors told me that they will be getting these bikes in around the beginning of the coming year. A copy of the 500 Sport Desmo appears elsewhere in this issue. If any of you care to comment on this model write to me and I'll gather the info received and let the factory know how you feel about this model. The same goes for the GTS. I know you don't have that much to go on, but just from what you see, make a small comment on a post card and let me know. OK? OK.

T-shirt, parts manual and oil filter sales have gone well. The T-shirts have gone over so well it has me amazed. We have made a few bucks from the sales which will help to finance club activities in the coming months. If you have not already bought one of these shirts, please do so and I am sure you will re-order another one. These shirts are absolutely beautiful. They are done in Ducati Chrome Yellow and Black. They aint no iron on crap an They aint no Mickey Mouse cartoon junk either. This shirt is done in the finest ink or paint available today and they won't fade like some cheap club shirts you see around these days. They are made of Hanes cotton and will shrink a little, so be sure to order accordingly.

I know this is begining to sound tiring, but I would like to thank you absolutely crazy people for being so damn nice to the club. I can't beleive the enthusiam that comes through some of the letters I get. People are sending all kinds of bread as contributions and they are writing articles and sending in pictures and offering to help their fellow members, and man I think this is really far out. If this keeps up we are going to have one hell of a club, no really big, big, but very solid and very strong.

Those state reps that we have appointed have requested a list of members for their states, here I go again, we have been short handed here at headquarters and have not had time to process this area for you people. I am contemplating the idea of hiring someone to come in the evening and help with the paperwork for a while until we get caught up. First I've got to see if we can afford it. Whatever you guys do, please dont give up yet. Do whatever you can to contact dealers and have them give the names and addresses of Duke owners.

There are still no shop manual available. Berliner is tranlating the Italian version and should have them at the printers soon. We are taking a large sum of that printers order for the club. The manuals should be out before the 4th DIOC Newsletter hits your mailbox. These are for the twin cylinder Ducatis. Price will not be over \$5.00. Again we are selling these manuals for the benefit of the club. The profits go to the club fund, since the order will be purchased with existing funds we have in the treasury. Please, try and send MOney Orders that way we'll send the stuff you order out, immediately without waiting for clearance.

QUALITY CONTROL, PARTS AVAILABILITY, AND DEALERSHIP NETWORK: STILL LOUSY AFTER ALL THESE YEARS.

Twenty six or so years ago Ducati got started in the business of making motorcycles. They built a beautiful engine & frame gave it some good looks, and proceeded to burden the machine with the worst components that were available. Twenty six years later and things have not changed much. To add to the headache parts are harder to get than ever and dealership network still leaves a lot to be desired.

Lets take the electrics for example, on second thought lets not take them, they are so lousy we can't even take them for example, or for anything other than to probably train yourself in the fundamentals of self preservation on a lone and dark road out in the boonies, past your bedtime. You'd think that by now the idiot at Ducati in charge of this department would have had enough sense to make some improvements. Here we are, 1976 and the state of the art has been mastered by the Japanese, the Germans and just about everyone else except the Italians. You still can't trust their electrics no further than you can throw a buffalo. After 26 years, Ducati electrics are nothing short of dangerous and worthless.

The parts situation for our Dukes is still poor. Dealers can't be relied upon to stock every part Ducati makes. Its bad business to stock a million parts for just a handful of Ducati owners. Ducati dealers are few and most of them run a shop on a shoe string budget. But Berliner can help by stocking those parts needed the most often, and having a Toll-Free Watts line for dealers so they can call and order things in a hurry. Use a good shipping service and the present problem could be alleviated a bit. The problem lies at the distributor and the factory level when it comes to having parts for the dealers. If Berliner does not order ahead of time before it runs out of a particular item the customers waits. Ducati on the other hands doesn't have the parts made up so the waiting gets longer. What I want to know is why can Honda have parts available and Ducati cant? Berliner and Ducati are to blame for the parts shortages its up to them to have them available to dealers and to facilitate their ordering and shipping. They don't do either.

If parts problems aren't bad enough dealership training is non-existent for Dealers. If Berliner cannot train Ducati personnel then they should get off their asses and make up a do it yourself mechanic training program of some kind, something like a home study course. Complete with special tools, shop manuals, diagrams illustrations. Anyone can read a book, and most mechanics have enough skills to be able to apply what they learn. The training program may not meet all requirements to make an excellent Ducati mechanic but it sure is a hell of a lot better than what we got now. Nothing. "Well we cant train dealers, and we cannot make up a home study course." Well them damn it, give us a half way decent shop manual, with specs, diagrams, pictures, written in English and not broken Italian and we the owners will do it ourselves. Heaven knows Ducati owners are good at this kind of thing

Ducati owners have been doing without, shop manuals, parts, service, but somehow we still hang in there because we beleive in what Dr. T, created. We're still hanging in there after all these years. ■