



PRESS RELEASE

**PIAGGIO GROUP BOOSTS ITALIAN MARKET SHARE
IN ALL MOTORCYCLE AND SCOOTER SEGMENTS**

Pontedera, 2 April 2009 – According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, in March the Piaggio Group reported a **significant increase in Italian market share in all segments of the two-wheeler sector.**

Group total market share in March rose to **31.4%**, an increase of **5.5 percentage points** with respect to March 2008; its performance reflected improvements in **branded scooters** (39.1% market share, +6.4 percentage points from March 2008), **branded motorcycles** (5.5% market share, +1 point from March 2008), **50cc scooters** (Piaggio Group share 48.9%, +0.9 points from March 2008) and **50cc motorcycles** (a 22.7% share, +0.3 percentage points from March of last year).

Specifically, Group growth stemmed from impressive performance on the Piaggio, Vespa and Aprilia **scooter ranges**, which in March placed an impressive **5 models in the "top 10"** of branded scooter families – Liberty, Beverly, Scarabeo, Vespa GTS and LX – while **Piaggio Liberty 125** ranked as the second best-selling vehicle overall in Italy in March.

Among the **Group motorcycle brands**, although demand on the market as a whole declined, interesting improvements in market share were recorded both for **Aprilia**, which rose to 3.3% (+0.9 percentage points from March 2008), chiefly thanks to the success of the **Dorsoduro**; and for **Moto Guzzi**, which rose to 2% (+0.2 points from March 2008), as a result of the success of the **V7** models.

Thanks to its excellent performance in March, **Piaggio Group overall market share in Italy in the first quarter of 2009 rose to 28.3%**, an increase of 2 percentage points from the year-earlier first quarter. Specifically, with regard to Q1 2008, the Group reported a 4.1 percentage point increase in branded scooters and a 0.2 percentage point increase in motorcycles.

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