



PRESS RELEASE

PIAGGIO GROUP: GROWTH ON THE ITALIAN MARKET IN THE SCOOTER SECTOR

Market share of 35.1% in scooter sector: +1.9 percentage points from January 2010

Group also reports growth in large motorbikes (8.2% market share: +1 percentage point from January 2010) thanks to the new Aprilia and Moto Guzzi models

Beverly 300 still the outright best seller on the Italian two-wheeler market

Pontedera, 2 February 2011 – The Piaggio Group reported a positive performance on the Italian two-wheeler market in January 2011, with a **35.1% market share in the scooter sector**, a **gain of almost two percentage points** compared with 33.2% in January 2010.

According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, the Piaggio Group's growth stemmed specifically from its excellent performance in **50cc scooters**. In this segment – thanks in particular to the **Vespa, Scarabeo** and **Liberty** scooters – the Group reported a significant improvement in its market share in January 2011 to **56.2%, against 52.6% in January 2010**. An important result was also achieved in over 50cc scooters, where the **Beverly 300** confirmed its ranking as the **best-selling two-wheeler** in Italy.

In **motorcycles** the Group's position was steady with the 2010 levels, with a 6.3% market share in January, thanks to the Aprilia, Moto Guzzi and Derbi brands. Performance was particularly strong in **large displacement bikes (over 700cc)** led by the **Moto Guzzi V7 Racer** and the **Aprilia Dorsoduro 1200** models, as well as the new entry **Moto Guzzi Norge 8V**. In this segment, the Piaggio Group grew its **market share** by one percentage point to **8.2% compared with 7.2% in January 2010**.