

PRESS RELEASE**PIAGGIO GROUP INCREASES SHARE OF THE ITALIAN TWO-WHEELER MARKET**

Overall share 35% in November 2010 (+3.1 percentage points from 31.9% in November 2009)

In the scooter sector (50cc and over 50cc), overall share of 41.1% in November (+3.7 p.p. from November 2009)

Excellent performance also reported in motorcycles: 8.1% market share in Italy in November 2010, successful debuts for the new Aprilia and Moto Guzzi bikes

New Piaggio Beverly 300 still the outright best-seller for the month

Pontedera, 2 December 2010 – In **November 2010** the Piaggio Group reported an **increase in its share of the Italian two-wheeler market to 35.0%**, an **improvement of 3.1 percentage points** from November 2009.

According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, Piaggio's growth stemmed specifically from its **excellent performance in scooters**, where the Group Italian market share was significantly higher than in 2009, rising to **41.1% overall** in November 2010 (50cc and over 50cc), an increase of 3.7 percentage points from November 2009.

The Group grew its share in both the **50cc scooter** segment (51.1% in November 2010, from 48.7% in November 2009) and, above all, the **over 50 scooter** segment, with 38.4% in November 2010 compared with 33.2% in November 2009, an **increase of 5.2 percentage points**.

Five months from its launch, for the second time the **new Piaggio Beverly 300** was the **"top seller" on the overall scoreboard** of the month's best-selling two-wheelers on the Italian market.

The Piaggio Group also turned in a strong performance in **motorcycles**: in this market segment, the Group **share of 8.1%** in Italy in November 2010 was up by almost one percentage point from November 2009, thanks to the **Aprilia, Moto Guzzi and Derbi** brands.

A very positive trend emerged in **over 50cc bikes**, thanks in particular to the success of the **Moto Guzzi V7** and the **Aprilia Dorsoduro** ranges, enhanced during 2010 with the Racer and Factory models respectively. The Group share in this segment rose to 7.1% in November 2010, from 6.2% in November 2009.

Among the most successful vehicle ranges on the Italian market, in November 2010 once again the Piaggio Group accounted for **five of the ten best-selling lines** in over 50cc scooters: Piaggio Beverly, Piaggio Liberty, Scarabeo, Vespa GTS and Vespa LX.