



PRESS RELEASE

PIAGGIO GROUP: GROWTH ON THE ITALIAN TWO-WHEELER MARKET

In June the Group strengthens its overall market share in Italy to 31.4% (+2.3 percentage points from June 2010)

Excellent performance in scooters: market share up to 39.2% in over 50cc scooters (+2.7 percentage points from June 2010) and to 52.9% in 50cc scooters (+3 percentage points from June 2010)

In motorcycles, the Piaggio share rises to 7.1% (+1 percentage point from June 2010) and to 7.8% (+1.6 percentage points) in over 700cc bikes with Aprilia and Moto Guzzi

Excellent sales results for the Scarabeo 125 and 200 and the Vespa PX in branded scooters

In the 50cc segment, the Scarabeo, Vespa LX 50 and Piaggio Liberty hold the first three places

Pontedera, 4 July 2011 – In June 2011 the Piaggio Group grew its share of the Italian two-wheeler market to **31.4% of the overall market, an improvement of 2.3 percentage points** from June 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 **scooters**: in this sector, in June, the Group achieved a significantly larger market share compared with June 2010, reaching **52.9% in 50cc scooters** (+3 percentage points from a year earlier) and **32.9% in over 50cc scooters** (+2.7 points from June 2010).

In the branded scooter segment, excellent sales results were reported for the **Scarabeo 125 and 200** – recent launches in model year 2011 – and for the **new Vespa PX**, which moved into the list of “top ten” sellers in June. In the **50cc scooter segment**, the **Scarabeo, Vespa LX 50 and Piaggio Liberty** hold the three top places in the sales scoreboard.

In **motorcycles** too, in June 2011 the Piaggio Group reported important progress in its market share to **7.1% (+1 percentage point from June 2010)** thanks to the Aprilia, Moto Guzzi and Derbi brands.

A very positive trend emerged in **over 700cc motorcycles**, buoyed by the outstanding performance of the **Moto Guzzi Stelvio 1200** and **V7 Classic** and the **Aprilia Tuono V4**: in this segment the Piaggio Group obtained a significant performance improvement, from 6.2% in June 2010 to **7.8% in June 2011**.