



PRESS RELEASE

PIAGGIO GROUP CLOSES 2012 WITH GROWTH IN LEADERSHIP OF ITALIAN TWO-WHEELER MARKET

Overall national share up to 30.3% (+2.3 percentage points from 2011)

Scooter share at 38.3% (+2.3 points from 2011)

Growth in over 700cc motorcycles (7.5%, +0.3 percentage points from 2011)

Pontedera, 7 January 2013 – In 2012 the Piaggio Group strengthened its leadership of the Italian two-wheeler market, with its overall share rising to 30.3%, an improvement of 2.3 percentage points from 2011.

According to figures published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, in closing 2012 the Piaggio Group confirmed its excellent performance in the scooter segment, assisted in part by registrations of the Liberty scooters supplied to the Italian Post Office. In the scooter segment, in 2012 the Group had a market share of 38.3% (+2.3 points from January-December 2011).

The Group's share of the Italian motorcycle sector at the end of 2012 was stable at around 6.0%. In the over 700cc segment, it reported growth of 0.3 percentage points to reach a share of 7.5% for the period January-December 2012.

This result reflects the positive performance of the new models launched by Moto Guzzi and Aprilia in large motorbikes. In this segment of the two-wheeler market, at the end of 2012 the Piaggio Group successfully began marketing the new and eagerly awaited Moto Guzzi California 1400 Touring; in the first two months of 2013 it will launch the California 1400 Custom and the new Aprilia Caponord road enduro bike, powered by a 1200cc V-twin engine.

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