

**PRESS RELEASE****SHARE BUY BACK INFORMATION**

Milan, 16th October 2012 - Piaggio & C. S.p.A. announces the purchase, on 5th October 2012, 8th October 2012, 9th October 2012, 11th October 2012, 12th October 2012 and 15th October 2012 of no. 313.000 treasury shares at an average price of 1,7805 Euro per share, for a total of 557.290,40 Euro, pursuant to the resolution passed at the Shareholders' Meeting held on 13 April 2012 (previously communicated as per article 144 *bis* of Consob Regulation no. 11971/1999).

Details of the transactions on a daily basis are indicated below:

Date	No. of purchased shares	Average price (euro)	Total (euro)
05/10/2012	1.500	1,7700	2.655
08/10/2012	50.000	1,8227	91.135
09/10/2012	11.500	1,8016	20.718,4
11/10/2012	50.000	1,8157	90.785
12/10/2012	170.000	1,7621	299.557
15/10/2012	30.000	1,7480	52.440

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 11.007.185 treasury shares, equal to 2,961% of the share capital.

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