

## PRESS RELEASE

PIAGGIO GROUP: ITALIAN TWO-WHEELER MARKET SHARE RISES 1.7 POINTS IN THE FIRST 11 MONTHS OF 2009

Excellent performance in over 50cc scooters: 33.2% market share in November (+2.4 p.p.), 33.7% share in the first 11 months of 2009 (+2.3 p.p.)

Further growth also reported in over 50cc motorcycles: 6.2% market share in November (+0.5 p.p. from November 2008)

Pontedera, 1 December 2009 - The Piaggio Group has reported further growth in its aggregate share of the Italian two-wheeler market, to 31.9% of the total market in November, up by 1.8 percentage points from November 2008. In the first eleven months of 2009, the overall Group share rose by 1.7 percentage points from the January-November 2008 period.

According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, the increase stems in particular from excellent progress in over 50cc scooters, where in November the Piaggio Group once again recorded an impressive performance with a 33.2% market share. Its share for the first eleven months of 2009 rose to 33.7%, an increase of 2.3 percentage points from the same period of the earlier year.

The Group also reported healthy performance in November in over 50cc motorcycles, thanks to the Aprilia and Moto Guzzi brands: in this segment, its share in November rose to 6.2% (+0.5 p.p. from November 2008). In the first eleven months of 2009 the Group market share in over 50cc motorcycles - despite the heavy decline in demand on the two-wheeler market - was 5.4%, up by 0.3 percentage points from January-November 2008.

Among the most successful product ranges, for the period January-November 2009 the Group continued to account for five of the ten best-selling lines in over 50cc scooters: Piaggio Beverly and Liberty, Scarabeo, Vespa GTS and Vespa LX.

## For more information:

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