

PRESS RELEASE**PIAGGIO GROUP: ITALIAN TWO-WHEELER MARKET SHARE CONTINUES TO GROW**

Significant improvement in the over 50cc scooter segment (31.3% market share in September), with the Group reporting growth for the eighth consecutive month

Increase of 1.9 percentage points in overall Italian market share from January to September compared with 2008

Incentives for the two-wheeler sector also an urgent necessity for 2010

Pontedera, 1 October 2009 – According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, in September the Piaggio Group once again increased its Italian market share in the various segments of the two-wheeler sector.

From January to September 2009, **Piaggio Group total market share in Italy** rose to **30.1%, an increase of 1.9 percentage points** compared with the first nine months of 2008, reflecting **steady growth** from 28.2% in the first quarter of 2009 and 29.4% in the first half of 2009.

The improvement arose specifically from Group growth in **branded scooters** (31.3% market share in September, +0.6 percentage points from September 2008). In this segment, where the Piaggio Group has reported **eight consecutive months of growth**, from January to September the share rose to 34% (+2.6 points compared with the first 9 months of 2008).

The improvement was accompanied by healthy Group performance in **over 50cc motorcycles** (a 5.3% share in the first nine months of 2009, +0.2 percentage points from the year-earlier period), despite the **sharp decline in the segment**, which in Italy saw an overall decrease of 20.9% from January to September.

Despite the Piaggio Group's positive performance in the key segments, **demand remains weak** on the Italian two-wheeler market: specifically, the **over 50cc motorcycle segment has collapsed with respect to 2008**, which was itself slower than 2007.

New Italian Government incentives are therefore also an urgent necessity for 2010.

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