PIAGGIO & C. s.p.a.

<u>**PRESS RELEASE**</u>

**PIAGGIO GROUP CONTINUES TO BOOST SALES AND MARKET SHARE
FOR COMMERCIAL VEHICLES IN ITALY**

Deliveries in Italy up 6.2% in September

**In the first nine months of 2009, sales in Italy rise 6.1% and market share gains 1
percentage point from the first nine months of 2008**

Success of the new Porter Maxxi and Porter Electric Power models

Pontedera, 7 October 2009 – According to data published today by ANFIA, Piaggio Veicoli Commerciali vehicle sales and market share in Italy increased once again in September.

Piaggio Veicoli Commerciali **deliveries in Italy in September 2009** – for a total of 479 vehicles – **rose by 6.2%** from September 2008, thanks to the contribution from the **new Porter Maxxi and Electric Power**; the figures further strengthen the **constant growth reported by Piaggio** since the beginning of the year.

With **3,986 vehicles shipped from January to September 2009**, Piaggio Veicoli Commerciali saw a **6.1% improvement in sales** in the first nine months of the year, compared with 3,758 vehicles shipped in Italy in the first nine months of 2008.

Market share increased by 1 percentage point, taking the Piaggio Veicoli Commerciali share to **3.1% of the Italian market** for the period January - September 2009. This compares with 2.1% in the year-earlier period.

The results confirm the success of the **updated Porter range,** recently enhanced with completely new versions of the Maxxi and Electric Power models. Piaggio Veicoli Commerciali's ability to interpret customer needs despite the current economic difficulties, reflected by the -26.4% industry decline in the first nine months of the year, is underlined by both the availability of **low-emission environment-friendly engines** – electric and bi-fuel for LPG and methane – and the offer of a full **range of special solutions** to further enhance the adaptability and versatility of the Piaggio Porter models.

For further information:
Ufficio Stampa Gruppo Piaggio
Roberto M. Zerbi
Via Vivaio, 6
20145 Milano
02 762126.43/44/45/46
press@piaggio.com