



PRESS RELEASE

PIAGGIO GROUP: GROWTH CONTINUES ON THE ITALIAN TWO-WHEELER MARKET

In July the Group's overall market share rises to 29.9% (+0.4 percentage points)

Important growth in scooters: market share reaches 37.6% (+1.7 points)

Pontedera, 2 August 2011 – In July the Piaggio Group recorded new growth in its share of the Italian two-wheeler market to **29.9% of the overall market** (+0.4 percentage points from July 2010).

According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, the Piaggio Group's growth stemmed specifically from its excellent performance in **scooters** (50cc and over 50cc), where it achieved an overall share of 37.6% in July 2011, an improvement of 1.7 percentage points from July 2010.

In **50cc scooters**, the Group market share was 51.3% (+1.5 percentage points from July 2010), thanks to the outstanding performance of the **Aprilia Scarabeo**, **Piaggio Liberty** and **Vespa LX**, which hold the three top places in the sales scoreboard. In **branded scooters** (over 50cc), the increase with respect to July 2010 was 1.8 percentage points, raising the Group share in Italy to 31.2%. This result arose from the impressive sales of the **Liberty** and **Scarabeo** lines, and the constant progress reported by the Vespa brand strengthened by the arrival of the **new Vespa PX**.

Among the best-selling vehicle ranges on the Italian market, in July the Piaggio Group accounted for four of the top ten ranges in the over 50cc scooter sales scoreboard: Piaggio Beverly, Piaggio Liberty, Scarabeo and Vespa LX.