



PRESS RELEASE

PIAGGIO GROUP: GROWTH ON THE ITALIAN TWO-WHEELER MARKET IN OCTOBER

In October the Group's overall market share reaches 26.2% (+1.2 percentage points)

Important growth in scooters: market share 32.4% (+1.6 points) in October, 36% (+0.3 points) in January-October 2011

Share in over 700cc motorbikes up to 7.3% (+0.2 points) in the first ten months of the year

Pontedera, 2 November 2011 – In **October** the Piaggio Group again recorded growth in its share of the Italian two-wheeler market, to **26.2% of the overall market** (+1.2 percentage points from October 2010).

According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, the Piaggio Group's growth stemmed largely from its excellent performance in **scooters**, where its overall **share** of the Italian market in October was **32.4%** – an increase of 1.6 percentage points from October 2010 – reflecting growth in both the 50cc scooter segment (a 46.5% share in October, +1.7 percentage points) and the over 50cc scooter segment (a 26.3% share in October, +1.8 percentage points).

In the **first ten months of the year**, the Piaggio Group's share of the **scooter sector** rose to 36%, an increase of +0.3 points from the January-October 2010 period, driven by progress in both the 50cc segment (+0.5 percentage points) and the over 50cc segment (+0.2 percentage points).

In **motorcycles**, growth continued in **large motorbikes** (over 700cc), where the Piaggio Group raised its market share in Italy to 7.3% in the **first ten months of 2011** (+0.2 percentage points from January-October 2010), thanks in particular to the success of the **Moto Guzzi** Stelvio 1200 and V7, and the **Aprilia** Shiver 750 and Tuono V4R.