



## PRESS RELEASE

### **PIAGGIO GROUP: GROWTH ON THE ITALIAN TWO-WHEELER MARKET IN MARCH**

- **In March 2012 the Group's overall market share reaches 25.6% (+1.4 percentage points from March 2011)**
- **In over 50cc scooters, which in March showed the first important signs of a recovery in Italy, the Piaggio Group share rose to 31.4% (+0.7 points)**
- **Group share in over 700cc motorbikes at 7.1%**

*Pontedera, 3 April 2012* – In **March** the Piaggio Group reported growth in its share of the Italian two-wheeler market, consolidating its leadership and reaching **25.6% of the overall market** (+1.4 percentage points from March 2011).

According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, the Piaggio Group's growth is closely linked to performance in the **scooter** segment.

Specifically, in the **branded scooter** segment (**over 50cc**), in March 2012 the Piaggio Group had an Italian market share of **31.4%**, an improvement of 0.7 percentage points, thanks specifically to the excellent performance of its **Piaggio Beverly** and **Vespa PX and LX** models, and to the impressive market response to the new **Aprilia SRV 850** twin-cylinder maxi scooter.

The Group's performance was all the more significant given that the **first important signs of an upturn** emerged in this segment of the two-wheeler market in March: in Italy the **over 50cc scooter segment** as a whole reported sales **growth of 5.6%** from March 2011, with a total of 17,297 shipments.

Among **50cc scooters**, the Vespa LX 50 was the month's outright top seller, with the Scarabeo 50 and the Piaggio Liberty 50 ranking second and third respectively.

In **high-power motorcycles** (over 700cc), in **March 2012** the Piaggio Group reported a 7.1% market share in Italy, a figure steady with March 2011.

Beginning this April, the **new Moto Guzzi V7 range** and the **Aprilia Dorsoduro 1200** model year 2012 will be available from the Group's Italian dealers.

#### **For more information:**

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