



PRESS RELEASE

PIAGGIO GROUP: GROWTH ON THE ITALIAN TWO-WHEELER MARKET

In February the Group share of the Italian two-wheeler market rises to 27.4% (+2.7 percentage points from February 2010)

Excellent performance in scooters: 37.8% share in February, up 3.2 points from February 2010

In motorcycles, the Piaggio share rises to 5.7% (+1.4 points from February 2010) and to 6.8% (+2.3 percentage points) in large bikes with Aprilia and Moto Guzzi

The Piaggio Liberty 125 scooter the outright top seller on the two-wheeler market

Pontedera, 2 March 2011 – In **February 2011** the Piaggio Group **grew its share of the Italian two-wheeler market to 27.4% of the overall market**, an improvement of 2.7 percentage points from February 2010.

For the year to date, in the **first two months of 2011** the Piaggio Group increased its market share to 26.5% compared with 25.4% in January-February 2010 (+1.1 percentage points).

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**: in this sector, the Group achieved a strong improvement in **over 50cc scooters**, where its share rose to **34.7% against 28.6%** in February 2010.

The **Piaggio Liberty 125** high-wheel scooter proved to be the **best-selling model** on the Italian market in February 2011, beating the **Piaggio Beverly 300**, the market leader of the previous months.

In **motorcycles** too, in February the Piaggio Group raised its market share to 5.7% (+1.4 percentage points from February 2010) thanks to the Aprilia, Moto Guzzi and Derbi brands. Performance was particularly strong in **large bikes (over 700cc)** thanks to the contribution of the **Moto Guzzi V7 Racer** and the **Aprilia Dorsoduro 1.200 and Shiver 750**. In this segment the Piaggio Group achieved a significant improvement in its performance, from 4.4% in February 2010 to 6.8% in February 2011.