

PRESS RELEASE

**APRILIA WORLD SUPERBIKE 2010 MANUFACTURER CHAMPION.**

**THIS TITLE IS ADDED THE RIDER CHAMPIONSHIP WON AT IMOLA BY MAX BIAGGI.**

**IT IS THE FIRST TIME IN HISTORY FOR THE MOST VICTORIOUS EUROPEAN NAME IN MOTO GP AND TAKES THEIR NUMBER OF CHAMPIONSHIP WINS TO 45.**

*Magny Cours, 3 October 2010* – Thanks to the 13 points earned today by Max Biaggi in the last round of World Superbike, **Aprilia is the World Manufacturer Champion** in the highest championship for factory motorcycles. The final standings show: Aprilia 446, Ducati 408, Suzuki 399, Yamaha 332, Honda 309, Bmw 201 e Kawasaki 108.

Aprilia's 2010 WSBK season - with race 2 at Magny Cours still left to close out the championship - boasts incredible spoils: **9 wins, 7 podiums and two world titles.**

The success on the French track is a new and extraordinary result which comes just eight days after the world rider title won by **Max Biaggi** on the Imola circuit. An absolutely exceptional double achievement because this sweep by Aprilia comes in just the second year that they 1000 four cylinder V RSV4 has taken the track, establishing Aprilia's sport and technical dominance in World SBK. And so Aprilia strengthens its enviable collection which now holds **45 world titles** (36 in Moto GP, 2 in Superbike, 2 in trial, 5 in Supermotard) and makes it, with **277 GP titles won, the most victorious Italian and European name in the history of World Motorcycle racing.**

**Maurizio Roman**, Managing Director of product development and strategy for the Piaggio Group comments: "This is a result that bears witness to the our absolute state-of-the-art technology and products. The fact that this comes just 48 hours from the grand opening of our Cologne motorcycle showroom, whose queen will be precisely the most advanced road technology of our magnificent RSV4 which has dominated this world championship, fills me with joy. This is a bike which combines all of the electronic innovations utilised on the track to make the greatest technology applied to the sport bike available to enthusiasts everywhere".

"Aprilia Racing confirms itself today as a point of excellence with few equals in the world – states **Leo Francesco Mercanti**, Director of product development for the Piaggio Group and Managing Director of Aprilia Racing – We are only in our second year of racing with a completely innovative project like the RSV4, and it is only thanks to the extraordinary skills at work every day in Piaggio Group that we were able to achieve high enough levels of competitiveness and reliability to win this match against well known brands which have years of experience in this difficult championship".

**Gigi Dall'Igna**, technical and sport manager of Aprilia Racing, has been a key player on the road to this victory: "Even just one of the championships already seemed like a mirage two years ago when we began with the completely new and totally different bike from anything that we had made before. Celebrating a "world sweep" like this one today makes me happy and confirms for me that the Aprilia Alitalia team is made up of exceptional technicians and personnel. A team to whom I want to give full credit today for having made possible in only 27 races what seemed like a silly dream until just a few months ago".