

**PRESS RELEASE****SHARE BUY BACK INFORMATION**

Milan, 7th September 2012 - Piaggio & C. S.p.A. announces the purchase, on 29 August 2012, 30 August 2012, 3 September 2012, 4 September 2012, 5 September 2012 and 6 September 2012 of no. 159.511 treasury shares at an average price of 2,0682 Euro per share, for a total of 329.899,79 Euro, pursuant to the resolution passed at the Shareholders' Meeting held on 13 April 2012 (previously communicated as per article 144 *bis* of Consob Regulation no. 11971/1999).

Details of the transactions on a daily basis are indicated below:

Date	No. of purchased shares	Average price (euro)	Total (euro)
29/08/2012	2.646	2,0592	5.448,64
30/08/2012	39.865	2,0730	82.640,15
03/09/2012	2.000	2,0970	4.194
04/09/2012	40.000	2,0972	83.888
05/09/2012	70.000	2,0507	143.549
06/09/2012	5.000	2,0360	10.180

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 9.437.222 treasury shares, equal to 2,5383% of the share capital.