



PRESS RELEASE

**PIAGGIO GROUP: GROWTH OF 2.7 POINTS IN MAY
IN OVERALL MARKET SHARE FOR ITALIAN TWO-WHEELERS**

Pontedera, 4 June 2009 – According to data published yesterday by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, in May the Piaggio Group **increased its market share and sales volumes** in the various segments of the two-wheeler sector.

Group total market share in May reached **29.9%**, an increase – according to Confindustria Ancma data – **of 2.7 percentage points** from May 2008; its performance arose largely from growth in **branded scooters** (34.3% market share, +2.6 percentage points from May 2008), 50cc scooters (49.0% share in May, +0.4 points from May 2008) and **branded motorcycles** (5.3% market share, +0.9 percentage points from May of last year); within branded motorcycles, May saw 2.2% growth in the **over 700cc** segment for the **Aprilia** and **Moto Guzzi brands**.

Looking at Piaggio Group brands, strong performance was reported by the Piaggio, Vespa and Scarabeo **scooter ranges**, which in May confirmed the ranking of **5 models in the “top 10”** of branded scooter families: in order, Beverly, Liberty, Scarabeo, Vespa GTS and Vespa LX.

Thanks to its performance in May, **Piaggio Group overall market share in Italy for the five months from January to May 2009 rose to 28.4%**, an increase of 2.0 percentage points from the year-earlier period. Specifically, the Group reported an improvement of 3.1 percentage points in branded scooters and 1.7 points in over 700cc branded motorcycles.

For more information:

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