



PRESS RELEASE

PIAGGIO GROUP: ITALIAN TWO-WHEELER MARKET SHARE RISES 1.7 POINTS IN THE FIRST 10 MONTHS OF 2009

Excellent performance in over 50cc scooters: 33.7% market share from January to October 2009 (+2.2 p.p.)

Further growth also reported in over 50cc motorcycles: 5.4% market share in first 10 months of 2009 (+0.3 p.p.)

Pontedera, 2 November 2009 – The Piaggio Group has reported **further growth in its aggregate share of the Italian two-wheeler market**, to **30%** for the first ten months of 2009, an **increase of 1.7 percentage points** compared with the first ten months of 2008.

According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, the increase stems in particular from **excellent performance in over 50cc scooters**, where in October the Piaggio Group once again recorded a share of more than 30%, taking its market share for the first ten months of the year to **33.7%**, an **increase of 2.2 percentage points** from the same period of the earlier year.

The Group also reported healthy performance in October in **over 50cc** motorcycles, thanks to the **Aprilia** and **Moto Guzzi** brands: in this segment, and despite the heavy decline in demand, its share of the Italian market in the first ten months of 2009 **gained 0.3 percentage points** from the year-earlier period, to reach **5.4%**.

Among the most successful product ranges, for the period January-October 2009 the Group continued to account for **five of the ten best-selling lines** in over 50cc scooters: Piaggio Beverly and Liberty, Scarabeo, Vespa GTS and Vespa LX.

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