



PRESS RELEASE

**PIAGGIO GROUP SHARE OF THE ITALIAN TWO-WHEELER MARKET RISES TO 30.3% IN FIRST HALF**

- **In Italy, for the period January-June 2012, the Group increased its market share by 3.2 percentage points**
- **In the first five months of 2012, the Group's European market share(excluding Italy) improved by 0.8 points in scooters**
- **From January to May, in the USA growth of 3.1 points in branded scooters: Piaggio is market leader**

*Pontedera, 2 July 2012* – In the **first half of the year** the Piaggio Group reported an **increase in its shares of the most important segments of the Italian two-wheeler market**, confirming its leadership position with an **overall market share of 30.3%**, an improvement of 3.2 percentage points from the first half of 2011. According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, in June the Piaggio Group reported a particularly **strong performance in scooters**, assisted in part by the first registrations of the Liberty scooters it is supplying to the **Italian Post Office**.

The Piaggio Group's performance in terms of market share was also positive outside Italy.

**At European level, excluding Italy**, in the **first five months of 2012** (the figure for the January-June period will be available later this month, due to the different reporting times of the constructor associations on the various European markets), the **Group's continental share rose by 0.8 p.p. in scooters** compared with January-May 2011, to reach **24.6%**. Including the Italian market, the Group continental share was stable at 26.7%.

The Group continental market share in **over 750 cc motorbikes** was stable at 2.3%, thanks to the performance of the new models launched by **Moto Guzzi** and **Aprilia** in the large bike sector.

Market share for the period January-May 2012 also rose in the USA, where the Group achieved growth of **3.1 percentage points in branded scooters** in the first five months compared with the year-earlier period, to reach a **share of 35.9%** and establish itself as the **leader on the US market** in this segment.

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