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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