



## **PRESS RELEASE**

### **PIAGGIO GROUP: TWO WHEELERS, MARKET SHARE RISE IN AUGUST +1.7 PERCENTAGE POINTS IN THE ITALIAN MARKET**

*Pontedera, 1 September 2010* – In August, the Piaggio Group's **share in the Italian two wheeler market** boosted to **34.5%** when compared to 32.8% in August 2009.

According to the data published today by Confindustria Ancma, the Group was **particularly successful** last month **in the scooter market**, reaching a 41.1% total share (+ 2.3 percentage points when compared to August 2009).

The Piaggio Group's share in the **50cc scooter market** was definitely higher than last year's (54.3% when compared to 48.9% in August 2009), with three models of the Group becoming the top three best selling scooters in this market segment (Piaggio Liberty, Scarabeo 50 and Vespa LX). As for **plated scooters**, the market has reacted very positively to the Group's new products in the over 50cc scooter market, where the **new Piaggio Beverly 300 was ranked as the top best seller** in August.

In the **motorcycle market**, the Piaggio Group's share boosted to 8.8% in August (+ 1.4 percentage points when compared to the same month last year) thanks to the brands Aprilia, Moto Guzzi and Derbi; in particular, the **over 50cc motorcycle market** shows a positive trend: the Group's share in August 2010 reached 7.4% when compared to 6.5% in August 2009.

Among the most successful ranges of vehicles in the Italian market, the Piaggio Group presented in August no less than **5 product families that were ranked among the top ten**, best selling, over 50cc scooters: Piaggio Beverly, Piaggio Liberty, Vespa GTS, Scarabeo and Vespa LX.

**For further information:**

[www.piaggiogroup.com](http://www.piaggiogroup.com)