PRESS RELEASE

PIAGGIO GROUP: THE YEAR 2010 OPENS WITH SIGNIFICANT GROWTH ON THE ITALIAN TWO-WHEELER MARKET

The Group opens the year 2010 registering a 1.6% growth in the two-wheeler market, up from 24.6% in January 2009 to 26.2% in January 2010.

Excellent performance in all segments, in particular in 50cc scooters (52.6% market share in January, +3.7%) and in scooters over 50cc (27.8% share, up 0.7%).

The Piaggio Group also registered growth in the motorcycle segment: from 7.3% to 7.7% in high cc motorcycles, due to the contribution of Aprilia and Moto Guzzi.

Pontedera, February 2 2010 – In January 2010, the Piaggio Group reported growth in its share of the two-wheeler market in Italy, up 1.6% to 26.2% compared to January 2009.

According to figures published today by Confindustria Ancma, the Piaggio Group growth is due primarily to excellent performance in the scooter segment: in particular, in January 2010 the group registered a decidedly higher share than last year in the 50cc scooter segment (52.6% as compared to 48.9% in January 2009), flanked also by considerable growth in the over 50cc scooter segment (27.8% compared to 27.1%).

The Group also performed well in the overall motorcycle sector, 50cc and over 50cc, growing in January 2010 by 6.6% (compared to 5.9% in January 2009), thanks to the Aprilia, Moto Guzzi and Derbi brands. As regards over 50cc motorcycles, in January 2010 the Group share on the Italian market was equal to 5.9% (up 0.7% compared to last year), while for high-power motorcycles – over 700cc – the Piaggio Gruppo increased from 7.3% in January 2009 to 7.7% thanks to the Aprilia and Moto Guzzi brands.

In the Italian over 50cc scooter market, in the first month of 2010 the Piaggio Group continued to maintain four of the ten bestselling product lines: Piaggio Beverly, Piaggio Liberty, Scarabeo and Vespa GTS.

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