



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.

For more information:

Piaggio Group Press Office
Roberto M. **Error! Bookmark not defined.**
Via Vivaio, 6
20145 Milan
02 762126.44/45/46
press@piaggio.com
<http://www.piaggiogroup.com>