PRESS RELEASE
PIAGGIO GROUP: GROWTH ON THE ITALIAN MARKET IN THE SCOOTER SECTOR

Market share of 35.1% in scooter sector: +1.9 percentage points from January 2010

Group also reports growth in large motorbikes (8.2% market share: +1 percentage point from January 2010) thanks to the new Aprilia and Moto Guzzi models

Beverly 300 still the outright best seller on the Italian two-wheeler market

Pontedera, 2 February 2011 – The Piaggio Group reported a positive performance on the Italian two-wheeler market in January 2011, with a 35.1% market share in the scooter sector, a gain of almost two percentage points compared with 33.2% in January 2010.

According to data published today by Confindustria Ancma, the association of Italy’s leading two-wheeler constructors, the Piaggio Group’s growth stemmed specifically from its excellent performance in 50cc scooters. In this segment – thanks in particular to the Vespa, Scarabeo and Liberty scooters – the Group reported a significant improvement in its market share in January 2011 to 56.2%, against 52.6% in January 2010. An important result was also achieved in over 50cc scooters, where the Beverly 300 confirmed its ranking as the best-selling two-wheeler in Italy.

In motorcycles the Group’s position was steady with the 2010 levels, with a 6.3% market share in January, thanks to the Aprilia, Moto Guzzi and Derbi brands. Performance was particularly strong in large displacement bikes (over 700cc) led by the Moto Guzzi V7 Racer and the Aprilia Dorsoduro 1200 models, as well as the new entry Moto Guzzi Norge 8V. In this segment, the Piaggio Group grew its market share by one percentage point to 8.2% compared with 7.2% in January 2010.

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