



PRESS RELEASE

**PIAGGIO GROUP: GROWTH IN 50CC SCOOTERS AND MOTORCYCLES IN APRIL**

*Pontedera, 3 May 2010* – According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, in April the Piaggio Group achieved an **impressive performance in 50cc scooters**. In the segment, the Group reached a **51.3%** share in April (48.0% in April 2009), **thus maintaining a position of more than 50% for the fourth consecutive month**. In the 50cc segment, the new Vespa LX 4V was the month's best-seller.

The Piaggio Group's overall share on the Italian market was in line with its performance in the year-earlier period.

In **motorcycles** too, with **5.7%** in April, the Piaggio Group reported an improvement in its Italian market share of +0.4 percentage points. Specifically, in the over 50cc segment, its performance for the month – standing at 5.3% – was up 0.5 p.p. on April 2009; **in the over 700cc segment, the Group share rose to 7.9%** (+0.3 percentage points from April 2009) thanks to the Aprilia and Moto Guzzi brands. New products were launched recently for these brands, including the Aprilia Dorsoduro Factory and the Shiver 2010 (both two-cylinder 750 models) and the Moto Guzzi "Aquila Nera" range with special versions of the California, Bellagio and Nevada bikes.

Among the most successful product ranges on the Italian market, in April the Piaggio Group again accounted for **five of the ten best-selling lines** in over 50cc scooters: Piaggio Beverly, Piaggio Liberty, Scarabeo, Vespa LX and Vespa GTS.

**For more information:**

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