PRESS RELEASE

PIAGGIO GROUP: GROWTH ON THE ITALIAN TWO-WHEELER MARKET IN MARCH

- In March 2012 the Group’s overall market share reaches 25.6% (+1.4 percentage points from March 2011)

- In over 50cc scooters, which in March showed the first important signs of a recovery in Italy, the Piaggio Group share rose to 31.4% (+0.7 points)

- Group share in over 700cc motorbikes at 7.1%

Pontedera, 3 April 2012 – In March the Piaggio Group reported growth in its share of the Italian two-wheeler market, consolidating its leadership and reaching **25.6% of the overall market** (+1.4 percentage points from March 2011).

According to data published today by Confindustria Ancma, the association of Italy’s leading two-wheeler constructors, the Piaggio Group’s growth is closely linked to performance in the scooter segment. Specifically, in the **branded scooter** segment (**over 50cc**), in March 2012 the Piaggio Group had an Italian market share of **31.4%**, an improvement of 0.7 percentage points, thanks specifically to the excellent performance of its Piaggio Beverly and Vespa PX and LX models, and to the impressive market response to the new Aprilia SRV 850 twin-cylinder maxi scooter. The Group’s performance was all the more significant given that the first important signs of an upturn emerged in this segment of the two-wheeler market in March: in Italy the over 50cc scooter segment as a whole reported sales growth of **5.6%** from March 2011, with a total of 17,297 shipments.

Among **50cc scooters**, the Vespa LX 50 was the month’s outright top seller, with the Scarabeo 50 and the Piaggio Liberty 50 ranking second and third respectively.

In **high-power motorcycles** (**over 700cc**), in March 2012 the Piaggio Group reported a **7.1%** market share in Italy, a figure steady with March 2011. Beginning this April, the **new Moto Guzzi V7 range** and the **Aprilia Dorsoduro 1200** model year 2012 will be available from the Group’s Italian dealers.

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