



PRESS RELEASE

PIAGGIO GROUP: GROWTH IN APRIL IN THE ITALIAN SCOOTER SECTOR

- **As of April 2012, the Group's Italian market share was 25.0%, stable when compared to April 2011**
- **The Piaggio Group's market share in the scooter sector rose to 32.8%, (a growth of +0.2 percentile points)**
- **In the category of scooters over 50cc, the market share was 29.7% (+1.7 points) thanks to the new Piaggio Beverly and Aprilia SRV 850.**
- **The high cylinder segment (over 700cc) grew to 7.8% (+0.5 points) thanks to the success of the new Moto Guzzi V7.**

Pontedera, May 3rd 2012- In April the Piaggio Group registered a growth in its market share of the most important segments of the Italian motorcycle market, confirming its leadership thanks to a total market share of 25.0%, stable when compared to April 2011.

Based on data released today by Confindustria Ancma, the Piaggio Group has enjoyed a particularly positive performance in the scooter sector: in April, the Group's total market share grew to 32.8% (+0.2% when compared to April 2011).

Even more significant is the growth in the segment of scooters over 50cc, where the Piaggio Group enjoys 29.7% of the market share (+1.7%): the performance in this segment was positively influenced by the success of the new scooters recently launched by the Group, specifically the Piaggio Beverly and the maxi Aprilia SRV 850. In the 50cc scooter segment, Scarabeo was the absolute best seller of the month, along with the Vespa LX and Piaggio Liberty 50, which occupy the second and third positions respectively.

In April, the motorcycle segment where the Piaggio Group enjoys a stable 6% of the Italian market share, the Group's share of high cylinder motorcycles (over 700cc) reached 7.8%, equivalent to an increase of +0.5 percentage points when compared to April 2011, thanks above all the excellent performance of the brand new Moto Guzzi V7 range.

For further information:

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