



PRESS RELEASE

PIAGGIO GROUP: ITALIAN TWO-WHEELER MARKET SHARE GROWS FAST IN 2009

The Group closes 2009 with a 30.2% share of the Italian market (up 1.7% percent over 2008)

Excellent performance in over 50cc scooters: 33.6% market share in 2009 (+2.1% higher than in 2008) with 5 product families in the top ten bestsellers

Further growth was also reported in over 50cc motorcycles (5.5% final market share in 2009, +0.2%) and particularly in high-power motorcycles (over 700 cc): 8% final share in 2009, +1.3% over 2008

Pontedera, 4 January 2010 - The Piaggio Group reported **further growth in its aggregate share of the Italian two-wheeler market in 2009**, to **30.2% of the total market**: 1.7 percentage points higher than in 2008.

According to data on overall trends in the sector in 2009 published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, the increase stems in particular from **excellent progress in over 50cc scooters**, an area in which the Piaggio Group once again recorded an impressive performance with a 30.8% market share in December. Its **overall share for 2009 was 33.6%**, an **increase of 2.1 percentage points** over 2008.

The Group also reported healthy performance in **over 50cc motorcycles**, thanks to the **Aprilia** and **Moto Guzzi** brands: in this segment, the Piaggio Group's share of the Italian market in **rose to 6.9%** in the month of December – **closing the year 2009 with a 5.5% market share, 0.2% higher than in 2008**. Performance was particularly good in the **high-power motorcycle market (over 700 cc)**, an area in which the Piaggio Group accounted for an **8.0% share of the market** in 2009, up 1.3% over 2008.

Among the most successful product ranges on the Italian market, the Piaggio Group presented **five of the ten bestselling lines** in over 50cc scooters in 2009: Piaggio Beverly and Liberty, Scarabeo, Vespa GTS and Vespa LX.

For more information:

Piaggio Group Press Office

Roberto M. **Error! Bookmark not defined.**

Via Vivaio, 6

20145 Milan – Italy

+39 02 762126.44/45/46

press@piaggio.com

<http://www.piaggiogroup.com>