



PRESS RELEASE

PIAGGIO GROUP: GROWTH CONTINUES ON THE ITALIAN TWO-WHEELER MARKET

In September the Group's overall market share rises to 30% (+2.9 percentage points)

Important growth in scooters: market share reaches 36.9% (+3.4 points)

Share in over 700cc motorbikes up to 7.3% (+1.3 points)

Piaggio Liberty 125 outright best seller on the Italian two-wheeler market

Pontedera, 4 October 2011 – In September the Piaggio Group again recorded growth in its share of the Italian two-wheeler market to **30% of the overall market** (+2.9 percentage points from September 2010).

According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, the Group's growth stemmed specifically from its excellent performance in **scooters**, where its overall share rose to **36.9%** (+3.4 percentage points from September 2010). In **50cc scooters** the Group market share was 51.3% (+2.8 percentage points from September 2010), with seven Group scooters in the top 10 places in the sales scoreboard. In **over 50cc scooters** the Group's market share grew by 3.4 percentage points compared with September 2010, to 29.6%. The result reflected the excellent performance of the **Liberty 125** scooter (the month's best seller), together with impressive sales for the new **Vespa PX** and the **Scarabeo**.

In **large motorcycles** too (over 700cc) the Piaggio Group recorded a positive sales trend in September, with a share of 7.3% (+1.3 percentage points from September 2010) fuelled by the excellent sales performance of **Moto Guzzi** – with an improvement of 1.6 percentage points from the previous year – and of the **Aprilia Tuono V4R**.