

**PRESS RELEASE****SHARE BUY BACK INFORMATION**

Milan, 17<sup>th</sup> September 2012 - Piaggio & C. S.p.A. announces the purchase, on 7<sup>th</sup> September 2012, 10<sup>th</sup> September 2012, 11<sup>th</sup> September 2012, 12<sup>th</sup> September 2012, 13<sup>th</sup> September 2012 and 14<sup>th</sup> September 2012 of no. 629.680 treasury shares at an average price of 1,9662 Euro per share, for a total of 1.238.100 Euro, pursuant to the resolution passed at the Shareholders' Meeting held on 13 April 2012 (previously communicated as per article 144 bis of Consob Regulation no. 11971/1999).

Details of the transactions on a daily basis are indicated below:

<b>Date</b>	<b>No. of purchased shares</b>	<b>Average price (euro)</b>	<b>Total (euro)</b>
07/09/2012	2.000	2,1300	4.260
10/09/2012	7.680	2,1273	16.338
11/09/2012	150.000	2,0489	307.335
12/09/2012	120.000	2,0036	240.432
13/09/2012	200.000	1,9320	386.400
14/09/2012	150.000	1,8889	283.335

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 10.066.902 treasury shares, equal to 2,708% of the share capital.